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MARCH 14, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Marek Wants on Lost LP Status

Sees Good and Bad Element in Current
Climate of Payola Hearings

By PAUL ACKERMAN

NEW YORK — Analyzing the current "shook up" condition of the record industry in the wake of the payola hearings, George H. Marek, RCA Victor chief, expressed concern lest the disk jockey deteriorate into an ordinary announcer. Speaking at an informal interview last week, Marek foresaw much potential good resulting from the investigations. "Perhaps it will be harder to make a hit by shenanigans... Perhaps commercial merit will mean more," he stated.

"Means hits, however, many jockeys are afraid to 'lay on' a good... Many are 'playing it safe.' They are losing the excitement factor. This is happening now, and it is bad for any entertainment form."

Warning to the subject, the RCA Victor exec added that it was a fine thing to stifle paid-for enthusiasm, but it would prove damaging if the present climate continued to stifle honest enthusiasm.

Necessary Function

"The honest jockey fills a necessary function. His ability to create enthusiasm for a record is beyond the ken of the announcer and the station librarian," Marek stated. He added that the maintenance of the honest jockey's function was necessary not only to the record industry, but also to the broadcasting industry. The latter, failing to realize this, stand to lose out in both audience and billings.

"If the jockey is competent, pay him well," Marek urged. As Marek's remarks crystallize the feeling of many traders at a time when the single market generally is in a decline.

Returning to his statement that the investigations would perhaps create a climate wherein merit would mean more than hype and skulduggery, the RCA Victor exec expressed the hope that those who

entered disk business in order to make a "fast buck" would be discouraged enough to take their dubious talents elsewhere. In other words, more professionalism in the manufacturing and distributing segments of the business could be a happy end result. This attitude, incidentally, has been expressed lately by several of the established indie diskeries.

Favors Indies

Marek amplified: "I am all in favor of the small label. The pool operators among this group have made a very real contribution to the record business, and they will continue to do so."

In view of the tendency of many non-traders to couple payola with rock and roll, and in view of a basic belief that rock and roll stands for bad music, Marek's views on The Big Beat are interesting: "Rock and roll," he points out, "is not a creation of payola... No form of entertainment can be artificially created... Rock and roll had something that made a fundamental appeal to its generation, just as 'Ira for Two' in its day."

"If The Rock were an outgrowth of payola, why is it that in Japan Elvis Presley and Paul Anka are the most popular singers?... And why was T.R. so popular in England that it spawned a series of artists who specialized in The Big Beat? Jockeys are relatively unimportant, or non-existent, in these countries. It was the music itself that appealed to the buyers."

Waving philosophical, Marek noted that the history of music is

(Continued on page 6)

MAJORS AGAIN SING HAPPY SINGLES SONG

NEW YORK — It seems as tho the old days are back again in the singles business, with the big firms suddenly becoming very hot at the singles level. This week, for instance, Columbia has nine records in The Billboard's "Hot 100," including the number one tune, Percy Faith's "Theme From 'A Summer Place.'" And there is an Epic Records on the chart, too. M-G-M Records has seven records on the "Hot 100" this week and to make it all the niser, there is a Cub record (an M-G-M subsidiary label) on the chart as well. Mercury Records is up there with its hit ones on the charts, which isn't at all unusual for Mercury which has been hot for the past year. RCA Victor is doing high with five on the "Hot 100." Capitol Records has staged a strong comeback with five singles making it on the "Hot 100" this week. ABC-Paramount has four records in The Billboard's "Hot 100" and the label that ABC-Paramount distributes, Chancellor, has three up there. Decca Records has come back with three on the charts plus a hit on Coral, to round out the big firm list.

This is not to say that the indie labels are not coming up with hits. Cadence, for instance, has three on the charts with another on with its subsidiary label, Guaranteed. Atlantic has three on the charts, with one on Atco, and Dot has two. But the majors, and the largest indie appear to be on their way to a hot period in singles.

Battle for B'war Original-Cast LP Rights Intensified

Victor, Col., Cap Vie for Plums;
Fantastic Inducements Offered

By BOB ROLONTZ

NEW YORK — The battle for original cast Broadway show albums, which over recent seasons has become more and more intensified, is reaching a new peak in 1960, with the struggle settling down to a three-way battle between RCA Victor, Columbia and Capitol Records with occasional forays into the struggle by Decca. These three firms are bidding now for shows that will not be presented on Broadway until next November, and some of the inducements that one or the other of the firms are offering producers of Broadway musicals for cast rights are properly described as "fantastic." The fight for Broadway cast albums, of course, is due to the fact that these cast sets—when the show and music is a hit—can turn into phenomenal album sellers, such as the over 2,000,000 sales of the "My Fair Lady" cast set on Columbia, the over 1,500,000 sales of "South Pacific" on Columbia, and the better than 500,000 sales of "Music Man" on Capitol.

Right now there is a mighty tug-of-war going on for cast rights in an address before the seventh annual West Coast Audio Engineering Society Convention. Brown also said that within five years the pre-recorded tape market would hit the \$150,000,000 mark. **Page 16**

usually feels it is in the number one spot to get the next Wilson musical. Columbia Records meanwhile has been making a pitch for the album, and CBS has offered backing for the show that is reported to have between \$200,000 and \$400,000, backing similar to that given to "My Fair Lady" by CBS for a 40 per cent interest.

In addition to the inducements on strong single records or tunes from the show, as well as strong promotion and advertising of the album, diskeries, or their parent companies, such as CBS or NBC, have often been willing to come up with loot to help back shows. Sometimes the parent firms have backed shows even when they were being washed by another company. "Bye Bye Birdie," the forthcoming Broadway musical, which Columbia Records will record, has an investment of \$50,000 put up by CBS. CBS is also backing the Leroy Lester Loew show, "Camelot," exactly as it did "My Fair Lady" four years ago, when it put up \$400,000. (It is reported that on this \$400,000 investment, CBS earned \$2,000,000.) There is reported to be CBS money for another show that Columbia Records has just about sewed in the original cast rights for, "Christine," the new Paul Francis Webster and Sammy Fain show.

Name Inducements
But even more important than (Continued on page 6)

Some Fear For Future

NEW YORK — One of the troublesome possibilities mulled by manufacturers these days is that while some labels may try to adhere closely to whatever legislative reforms might come out of the payola probe, others may not.

In the event some manufacturers return to their old sharp practices, many recording execs—willing to conform—fear they'll be at a competitive disadvantage. Some have expressed the hope that a former attitude by the FCC on the station level might serve as a bar to this kind of unfair competition.

Albums Spawn Hit Singles

New Radio Format Help... More and more best-selling pop singles are coming out of albums, whereas in previous years hit singles were included in albums only after they clicked in the singles market. The increased number of stations programming albums and recent trend toward dropping "100-400" formats in favor of "pretty" music is believed to have helped spark trend... **Page 2**

British Yen for Statede

Disk Names at Top Peak... The demand for American artists in Great Britain has reached a crescendo as the spring of 1960 approaches. Seldom has there been such a concentration of American pop and jazz personalities making or about to make personal appearances in England, and seldom have advance ticket sales been so rewarding. **Page 3**

Amper Exec Predicts

1960 as Hot Tape Year... Herb Brown, vicepres of Amper and head of its United Stereo Tapes subsidiary, as well as

presy of the Magnetic Industry Recording Industry Association, stated this week that the pre-recorded tape market will increase 1,000 per cent in 1960. The prediction was made in an address before the seventh annual West Coast Audio Engineering Society Convention. Brown also said that within five years the pre-recorded tape market would hit the \$150,000,000 mark. **Page 16**

DEPARTS AND FEATURES

Amusement	Music Pop Charts—
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Capitol... 123	Hot 100... 123
Mercury... 124	Hot 100... 124
ABC-Paramount... 125	Hot 100... 125
Decca... 126	Hot 100... 126
Capitol... 127	Hot 100... 127
Mercury... 128	Hot 100... 128
ABC-Paramount... 129	Hot 100... 129
Decca... 130	Hot 100... 130
Capitol... 131	Hot 100... 131
Mercury... 132	Hot 100... 132
ABC-Paramount... 133	Hot 100... 133
Decca... 134	Hot 100... 134
Capitol... 135	Hot 100... 135
Mercury... 136	Hot 100... 136
ABC-Paramount... 137	Hot 100... 137
Decca... 138	Hot 100... 138
Capitol... 139	Hot 100... 139
Mercury... 140	Hot 100... 140
ABC-Paramount... 141	Hot 100... 141
Decca... 142	Hot 100... 142
Capitol... 143	Hot 100... 143
Mercury... 144	Hot 100... 144
ABC-Paramount... 145	Hot 100... 145
Decca... 146	Hot 100... 146
Capitol... 147	Hot 100... 147
Mercury... 148	Hot 100... 148
ABC-Paramount... 149	Hot 100... 149
Decca... 150	Hot 100... 150
Capitol... 151	Hot 100... 151
Mercury... 152	Hot 100... 152
ABC-Paramount... 153	Hot 100... 153
Decca... 154	Hot 100... 154
Capitol... 155	Hot 100... 155
Mercury... 156	Hot 100... 156
ABC-Paramount... 157	Hot 100... 157
Decca... 158	Hot 100... 158
Capitol... 159	Hot 100... 159
Mercury... 160	Hot 100... 160
ABC-Paramount... 161	Hot 100... 161
Decca... 162	Hot 100... 162
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ABC-Paramount... 165	Hot 100... 165
Decca... 166	Hot 100... 166
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ABC-Paramount... 169	Hot 100... 169
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Mercury... 196	Hot 100... 196
ABC-Paramount... 197	Hot 100... 197
Decca... 198	Hot 100... 198
Capitol... 199	Hot 100... 199
Mercury... 200	Hot 100... 200

New Invasion By Producers

NEW YORK — An Interesting new development is taking place in the recording of original cast shows. Rodgers and Hammerstein actually own the recording of "The Sound of Music" altho it is released on Columbia Records. And Frank Loesser owns the original cast waxing of "Greenwich" and is releasing it thru RCA Victor. In fact Frank Music, the Loesser firm, produced the "Greenwich" recording themselves, with the supervision of the latter.

This development, one that has been long in coming, probably sets a trend for future Broadway show scores, with the original cast waxing owned and produced by the producer or the music firm handling the score. In effect it is similar to Frank J. Sinatra's deal with Capitol Records, whereby he owns his recordings and releases them thru Capitol.

TELEVISION • MUSIC • RADIO

Albums Spawn Hit Singles; New Radio Formats Help

Records Sold on Current Trend; Culls 45's From Own Top LP's

By JUNE BUNDY

NEW YORK — More and more best-selling pop singles are coming out of albums, whereas in previous years hit singles were included in albums only after they clicked in the singles market.

Among the big singles — originally released in albums — on the "Hot 100" this week are Bobby Darin's "Beyond the Sea," the Four Preps' "Down by the Station," Marty Robbins' "El Paso," and his new one "Big Iron," the Corio's "Mama," the Brothers Four's "Chattanooga Shoe Shine Boy," "Down by the Riverside," by the Les Compagnons de la Chanson, and Santo and Johnny's "Caravan" (backed by another side from the LP "Samurai").

Routelet on Beam

Convinced that the trend is here to stay, Routelet executive vicepres Joe Kosky is currently shipping all out on releasing singles out of the label's strongest selling albums. Both sides of the new Jimmie Rodgers' single, "Just a Closer Walk With Thee," and "Joshua Fit the Battle Of Jericho," are from his latest album, "When the Spirit Moves You."

Other current Routelet singles culled from albums include Connie Hawkins' "Clara," and "Lonely Hours," from his "Mr. Dyanne LP," Joe Williams' "I Was Telling Her About You," and "Here's to My Lady," from his LP, "That Kind of Woman," Count Basie's "It Had to Be You" and "How Am I to Know," from his LP, "Dance Along With Basie," Johnny Smith's "My Dear Little Sweetheart" from his Root LP of the same title. The flip side, "Once in a While," is also from the album.

Routelet's next Billy Eckstine single will be taken from his album "Once More With Feeling," and Kosky reports that "a heavy market of (Routelet's) forthcoming single releases will all be tapped from albums."

New Formats Help

The increased number of stations programming albums and recent trend toward dropping "Top 40" formats in favor of "pretty music," has undoubtedly played a major role in creating more and more single hits out of LP's.

Most labels look upon the trend

favorably in sales. LP sales now top single sales (unit-wise), for the first time in the history of the record business. (See page 1 story, The Billboard, February 15, 1960.) Under the new trend, companies may now concentrate on building strong LP lines. If single hits result from the packages, it's merely an added sales plus.

Contrary to a one-time distributor belief, firms report that when a side is taken out of an LP and becomes a hit single, sales on the album increase substantially, rather than drop.

For example, all three of Bobby Darin's last releases were taken from Atco albums. His smash hit, "Mack the Knife," and his current clinic, "Beyond the Sea," were pulled from his first LP, "That's All," and his new single "Clementine," is from his latest album "This Is Darin."

It's interesting to note that most of the albums from which current or recent singles hits were taken are going back on the best-selling album charts. Riding high in the LP listings are Darin's "That's All" (Continued on page 112)

LOS ANGELES
NARAS ELECTS
NEW BOARD

HOLLYWOOD — National Academy of Recording Arts and Sciences' Los Angeles Chapter last week elected the following to its board of governors:

Vocalists and singers: Bill Lee, Margaret Whiting, lead singers and conductors: Sonny Burke, Billy May; a.d.r. men and producers: Voyle Gilmore, Walt Heebner, songwriters and composers: Henry Mancini, Elmer Bernstein; studio engineers (meters): Luis (Via) Valenti, John F. Kraus; instrumentalists and musicians: Shorty Rogers, Dave Friedman; arrangers: Van Alexander, Tull Carmichael; directors and literary editors: Marvin Schwartz, Bill Chaston.

Others including broken word, documentary, children's comedy, education, etc.: Stan Freberg, Milt Blanc; classical: Morris Kantor, Roger Wagner, Leonard Pennario, Miklos Rozsa.

Burke, Valentin, Schwartz and Chaston were re-elected. All others will be serving for the first time. Initial meeting of the new board is scheduled for March 21 to elect new officers and exec committee.

Decca Net Off
In '59 Report

NEW YORK — Consolidated net income of \$2,321,923 equal to \$1.81 per share, was realized by Decca Records during the calendar year 1959, including the stockholders' report, issued by presy Milton R. Rackmil. The figure includes the results of operations of Universal Music Company, Inc. compared to a figure of \$2,776,718 in 1958, which included a non-recurring capital gain on the sale of Universal Music Company, Inc.

Rackmil said the disk division's earnings were not as satisfactory as in the previous year due to losses incurred in the department of trends. However, there has been some improvement since the start of 1960, including greater representation of the division's product on the lists of best-selling records, according to Rackmil.

Weinstroer
Exits Rank

NEW YORK — Norman Weinstroer has left his post as general manager of Rank Records of America. The announcement came in a joint statement by Weinstroer and Bernard T. Ness, general manager of the Record Division of the Rank Organization. The termination of the association was by mutual agreement and was described as amicable, by both parties. For the time being, Ness will act in the slot, formerly occupied by Weinstroer. At week's end Weinstroer said he expected to announce his plans shortly.

Shapiro on South
American Trek

NEW YORK — Nat Shapiro, Columbia's international a.d.c. coordinator is off on a trip to South America that will take him to Brazil, Argentina, Venezuela, Cuba and Mexico. In Venezuela, Shapiro will meet with the chief of Columbia's South American operation, Peter de Rougemont, to set up a new licensee in Venezuela. The new licensee is La Discoteca, in Caracas.

Harris Committee
Queries Distribbs

NEW YORK — Distributors in major markets through the United States received a questionnaire from the Congressional Committee on Legislative Oversight recently, signed by the committee chairman, Owen Harris. The letter asked distributors to fill in the questionnaire listing all payments made to radio and TV disk jockeys, librarians, or other radio or TV station personnel in 1958 and 1959, for consultant or advisor fees. The letter further asked that distributors tell to what accounts such disbursements were charged.

This was but one new development on the part of the Harris Committee in its continuing investigation into payola practices in the industry. In a somewhat corollary action, some record manufacturers appeared to be casually examining their own freebie practices — but they were also little doubt that the "swingers" were still swinging with one-for-one deals as of the days b.h. before Harris.

Freebies do not appear to be passing out of the picture, but the method of giving them out has undergone some changes on the part

of the more conservative record firms. One hot firm has returned to the old practice of so 8 per cent promotional allowance each month. A few other firms have gone back to the old practice of 1,000 records a month at no charge, which distributors estimate allows them about 10 per cent discount and enables them to take care of the rack discount. It has been reported that three firms have started to charge 25 cents for freebies, enabling the manufacturer to take care of his pressing cost, artist and publisher royalty, excise tax and Music Performance Trust Fund payments.

Many distributors, faced by the (Continued on page 112)

Classicals' \$ Volume
up 31% for '59

NEW YORK — Classical record sales in 1959, while in 1958 total classical LP sales were \$13,480,900.

These statistics are taken from the reports analyzing national trends of record sales in retail stores prepared by The Billboard 13 times per year (every four weeks) under the supervision of the New York University School of Retailing. The complete statistical reports, issued only to subscribers to this service, also provide comprehensive figures by label, turnover by speed, mono vs. stereo, etc. The reports are compiled from diaries of actual cash-register sales, scientifically selected rotating samples, of record dealers across the nation.

The percentage of LP classical sales to total classical LP sales in dollar volume came to 10.5 per cent. (Continued on page 112)

Blyth Named
New Tops Head

HOLLYWOOD — Bob Blyth last week became presy of Tops Records (Precision Radiation Instruments, Inc.), taking over the post held for the past 13½ years by Carl Doshay, the company's founder. An exclusively reported by The Billboard (March 7), Doshay sold his 80 per cent interest in Precision Radiation (Tops' parent firm) to a group headed by the two top execs of Diners' Club, Inc.

Buyers included Diners' presy Al Bloomington, its board chairman Ralph Schneider, Diners' board member Jack Lewis of Wall Street's Coleman Company and Florida real estate man Art Desser (leftist Realty Company), who is a former Los Angeles attorney.

Doshay told The Billboard that no decision had been reached yet as to whether he would remain with Tops as a consultant's press. He said that terms of his stock sale restricts him from starting another record company for a period of a year.

Blyth joined Tops a year ago as a vicep in charge of sales and became the company's second largest stockholder. He is expected to beef up the firm's exec structure and said the firm will launch an aggressive sales program to substantially boost its sales volume.

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Merc Branch Distributes Test Bus Delivery

CHICAGO — Taking the cue from recent one-stop experiments, Mercury branch distributors in Los Angeles and Cincinnati have each carried a salesman with a Volkswagen van to deliver test records and pieces of rolling inventory to the dealer's door.

In each case, the salesman is one who covers outlying portions of the territory. If the experiments turn out to be economically feasible, they would eliminate the time taken to process and ship orders of fast-moving merchandise from a central warehouse, which often results in two, three days of lost sales.

Only fast-moving merchandise is carried in the warehouses on wheels. About 100 each of the 10 top titles, 20 or more each of the month's new album releases and appropriate quantities of the label's 10 top selling albums would ordinarily comprise the haul inventory, according to Kenny Myers, national manager of singles sales.

Myers said that the method may be used among other branches. If it proves to be a valuable service to dealers and if it is not unduly expensive to operate, The buses, he said, have been leased so the plan can be terminated without capital loss if it proves unsuccessful. He added that the plan is being run from one initiative by Bobby

(Continued on page 11)

AES MEET COOL TO COMPATIBLE

HOLLYWOOD — The compatibility committee, which met last week at the Audio Engineering Society's seventh annual West Coast convention, was spurred considerably by debate within the disk industry, the engineers gave it contrastingly little attention. It came up only once as the subject of an informal meeting during which it was decided to ask the AES board of governors whether the society should investigate the innovation.

Some engineers seemed to take the compatible disk development highly, Harry Bryant, AES president, told The Billboard that in his opinion the compatible disk at best was a compromise. He hastened to point out that the innovation was voiced not as prey of the Society but as an engineer. It works, he said, with certain types of manufacturing and recording techniques, but cannot be made practical for all recordings.

DOWN UNDER VIEWPOINT

Pye Manager Scores U. S. Disk-\$ Greed

NEW YORK — Recent provocative stories in The Billboard relative to the fact that the trend in Great Britain is toward British artists and British material, has drawn an interesting comment from Harry Stiff, general manager of Pye Records Ltd., of Australia. Stiff feels that the policies of some Indies in America have contributed to this situation.

His letter, titled "An Open Letter to the American Record Industry," is pertinent enough to be

VICTOR RACKS A TOP WEEK FOR SINGLE SALES

NEW YORK — RCA Victor had its biggest singles sales week in 18 months the week of February 29 thru March 6. RCA Victor vesper Bill Bullock points out that where as usually one or two hot singles do 80 per cent of the sales volume, in this case the sales were spread over six disks. The set was sold close to 500,000 during the seven-day period.

The six hot platters include Jim Reeves' "He'll Have to Go" (No. 2 on the "Hot 100"), the Browns' "The Old Lamp Lighter," Della Reese's "Someday," Perry Como's "Delaware," Sam Cooke's "Test Age Sound," and the Ames Brothers' "China Doll." Also on the "Hot 100" this week are RCA Victor's "Just One Time" by Bob Gibson; the Ray Peterson's "What Do You Want to Make Those Eyes at Me For?" and Henry Mancini's "Mr. Lucky" were first. Bullock said he expects the Reeves record will hit 100,000 and the Browns, Reese, Como and Brown disks are likely to reach 500,000 each.

Fox Settlements Annoy AGAC

NEW YORK — The American Guild of Authors and Composers has taken a verbal swipe at certain recent settlements reached by the office of Harry Fox, publishers' agent and trustee with at least three recording companies, on behalf of the ASCAP. The settlement was understood, have to do with

(Continued on page 11)

Camden Plans Big Record Promotion

NEW YORK — Camden Records, which has gone well beyond the sales quotas set for the initial months of 1960, is planning an ambitious promotional and merchandising drive for the remainder of the year. Much of the planning is centered at the dealer level, according to Ray Clark, Camden planning and merchandising chief.

Clark notes that the label's January monstrosity stocking program exceeded the assigned sales quota by 25 per cent. This was followed by a stereo promotion (purchase one album at regular price, get a

second for one dollar), which is still in midstream and is likely to include the assigned sales quota, according to present indications.

In April, Camden will kick off a promotion highlighting the theme of diversified product. This promotion will entail many dealer side and point of sale material focusing attention on such musical categories as pop singers, jazz, big band, Broadway show music, etc. Also in April, Clark will inaugurate a dealer sales plan.

Details on the dealer plan are being worked out. It is known, however, that Clark has in mind the securing of 500 key dealer accounts, and 2,500 secondary dealer accounts by the end of 1960.

Tying in with this drive will be a carefully-planned inventory blueprint, the aim of which will be to help dealers stock up on those items which, according to actual sales data, will prove profitable. For the key accounts, the inventory listing will include between 100 and 125 albums; for the secondary accounts, the inventory list will contain about 50 albums.

"We don't want to load the dealer unnecessarily," Clark stated, adding that the reasonable quantities of each album would be suggested.

The inventory list will be checked and revised monthly. Clark noted, in order to keep it as current as possible.

Tying in with the over-all theme (Continued on page 11)

YANKEE DOODLE DANDIES

British Yen for Stateside Disk Names at Top Peak

By REN GREVATT

NEW YORK — Demand for American artists in Great Britain has reached a crescendo as the spring of 1960 approaches. Seldom in the past, it is noted here, has there been such concentration of American pop and jazz personalities making or about to make the British scene and seldom have advance ticket sales there been so rewarding.

This is seen as especially interesting in light of the fact that British artists in recent months have tended to "take back" their own disk pop charts from the Americans. British acts, as has

been noted by indie disk man, Joe Carlton, are getting the hits there.

Despite this success on the strictly record front by the English performers, the public there apparently is in a greater clamor than ever to see and hear the Yankee acts. It may be said that the British rocker, Cliff Richard, remarked during a recent interview here, "It's no good for Britain to try to copy the Americans. Somewhere, we've got to be different to get exciting records. It's unfortunate to have to say it, but most of the British singers and instrumentalists just don't get that excitement and drive into their work."

New ARDCO Wing For Album Product

Sets Up Blueprint to Handle Pkgs.
By Show-Business Personalities

HOLLYWOOD — Allied Record Distributors Company is planning a new wing that will handle personal income tax which is often as high as 90 per cent.

Ned Herzstam, ARDCO vice-president, said that the new CONART plan, an artist with a single album release will be able to utilize exchange privileges and a single album can be merchandised as a catalog.

According to Herzstam, the corporation set-up will function as follows:

1. Artist forms his own corporation. With Allied owning as much as 50 per cent or as little as 1 per cent of the stock.

2. Money for a.k.r. and merchandising will be spent proportionately to the ownership of stock in the artist's corporation. Thus, if an artist and Allied each owned 50 per cent, the artist would put up the money for a.k.r. and Allied would put up the funds for albums and records. This would all be balanced out in the amortization of costs.

3. The name CONART would appear across the top of the record label, and the name of the artist production company would appear underneath.

4. The CONART label would be distributed by ARDCO.

It is known that ARDCO is already handling the version of Verano LP "Ella Fitzgerald Sings the Gershwin Song Book," recorded by Ella Fitzgerald with Nelson Riddle. This LP will be issued in five tape packages and will include reprints (Continued on page 11)

words, the artist would pay corporate tax at 50 per cent, but personal income tax which is often as high as 90 per cent.

Ned Herzstam, ARDCO vice-president, said that the new CONART plan, an artist with a single album release will be able to utilize exchange privileges and a single album can be merchandised as a catalog.

According to Herzstam, the corporation set-up will function as follows:

1. Artist forms his own corporation. With Allied owning as much as 50 per cent or as little as 1 per cent of the stock.

2. Money for a.k.r. and merchandising will be spent proportionately to the ownership of stock in the artist's corporation. Thus, if an artist and Allied each owned 50 per cent, the artist would put up the money for a.k.r. and Allied would put up the funds for albums and records. This would all be balanced out in the amortization of costs.

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70 New Tape Pkgs. in UST Issue

HOLLYWOOD — Approximately 70 new four-track tape packages recorded by 15 different artists will be issued this week by United Stereo Tapes, Inc., an American Audio subsidiary. This marks one of the largest single releases made in one month since UST entered the quarter-tape distribution field.

New offering embraces the pop, jazz and classical fields. Highlight of the pop fare will be a four-track blue version of Verano LP "Ella Fitzgerald Sings the Gershwin Song Book," recorded by Ella Fitzgerald with Nelson Riddle. This LP will be issued in five tape packages and will include reprints (Continued on page 11)

Another aspect of the situation is the fact that whereas in the past many American acts and their managers have been known to refuse to make the British scene because of money considerations, they are now seeing things in a different light and have become willing to go over for what the British agents would consider as reasonable fees.

Little Net Loss

Tim Gole, formerly head of his own agency and now an integral part of the GAC-Feld pop talent set-up, explained it this way: "A good portion of the acts eventually reach a very high tape bracket. They will give up anywhere from 50 to as high as 90 per cent of their gross income to Uncle Sam. By going to Britain for considerably less money than they would get in the States they still lose very little in their net take, figured over the total year. On the other hand, they're solidifying themselves as stars in other markets. It's just insurance, America has fickle tastes. Once an artist has sold himself in England and in many foreign countries, he's likely to last for quite a spell. This has helped many artists to continue working well for a while (Continued on page 11)

Col. N. J. Deal Angers Dealers

NEW YORK — A door-to-door sales campaign involving stereo, phonograph equipment and premium stereo disks, being carried out in nearby Bergen County, New Jersey, by Columbia Records, has come under sharp attack by the Association of Record Dealers of New York and New Jersey. At a meeting of the Association, held here this week it was decided that member dealers should protest the practice by sending letters to Columbia headquarters in Bridgeport, Conn.

Salesmen, operating in the door-to-door canvas, offer a de luxe place of Columbia stereo equipment plus 50 classical stereo LPs at a price in excess of \$400. The buyer can purchase the equipment on the installment plan. When he signs up he is given a coupon which is redeemable at any local record store. The Columbia representative is then reimbursed the full list price of the disk, when he returns the coupon to the store.

Irving Rudolph of the Bandwagon Record Shop, East Orange, N. J., declared, "They are not going to infiltrate us as we time like (Continued on page 11)

SHOLES REMAINS ELVIS A.R. Man

NEW YORK — Clarifying station on the Columbia Records Bill Bullock will be mainly concerned with co-ordinating the merchandising and promotion of special Elvis Presley projects. A.R. functions will remain in the hands of Steve Sholes, who last August was also named that there were no changes in the Presley-RCA Victor contract bearing on tax matters.

Doerfer First Paola Political Casualty

By MILDRED HALL

WASHINGTON — Last week's resignation of FCC Chairman John Doerfer was the first major political casualty of the House Communications Committee's two week hearings on payola. Ironically, Doerfer's damaging admission of plane and yacht hospitality to a radio broadcast owner George Storer came during the Federal Communications Commission Chairman's report on broadcast payola, including "junks" for deejays which were paid for by the record industry. (Billboard, March 7, 1960)

Doerfer's successor, Mr. Frederick W. Ford, West Virginia Republican, has had little to say specifically on payola thus far but during recent FCC hearings upheld the agency's authority to supervise broadcast programming. Ford has proposed a narrative

type report by broadcasters rather than the categorical percentages of public service programming, et al., at license renewal time. To some broadcasters this could indicate a sympathetic ear for broadcasters who may have found it necessary to purchase a musical program format, or to change from longhair to other music, because of a need to meet community requirements and competitive station ratings.

R.R. Sidelight

The inevitable rock and roll sidelight came into the Doerfer resignation with revelation last week that anti-rock crusader Gloria Parker had wired President

(Continued on page 14)

DGG Imports to Be Strictly German-Made

NEW YORK — All future packaged product entering the Deutsche Grammophon label in Germany will henceforth hit the American market via recordings pressed and packaged in Germany, it was announced this week by Sydney N. Goldberg, Decca Distributing's veepee in charge of sales.

Previously the DGG product has been pressed here from the original German master tapes. Under the new set-up, the packages will be bagged in polyethylene envelopes at the factory in Germany and will be imported, "all new releases will be pegged at \$5.98 for monoaural and \$6.98 for stereo. Decca branches will distribute the prestige line which was described as having the quality of almost being "hand made."

On the domestic side, Decca Gold Label will continue to issue its own line of product, with such top flight artists as Andres Segovia, the New York Pro Musica, the Moscow Virtuosi and the Don Cosovitch Choir.

It is Horowitz, Decca's classical a.s.r. chief, said that 20 new sets would feature the initial release of the new imported DGG product. Regular releases are expected from this point forward.

A highlight of the initial group, according to Horowitz, will be two sets by the noted Russian pianist,

Warren Dies On Met Stage

NEW YORK — Leonard Warren, 48, leading baritone, died here March 4 during a performance of "La Forza del Destino" on the stage of the Metropolitan Opera House. He suffered a massive brain hemorrhage immediately after finishing an aria at the end of Act II.

Acclaimed as the greatest baritone of the Met roster, he won the Metropolitan Auditions in 1925, Air 22 years ago. He had sung 631 performances of 22 roles at the Met, over one-fifth of the role of Rigoletto. Warren is survived by his wife, Agathe Leiffelin.

RCA Victor is releasing a special memorial recording, featuring live arias by Warren from works of Verdi, Leoncavallo, Giordano, and Puccini's operas which he sang at the Met. They include the Act II aria from "La Forza del Destino," the heretofore unissued "Andrea Chenier" aria and "Il Ballo in Maschera." Warren, the last record he made — cut in July, 1959.

PAYOLA PROBE LIKELY DELAYED

WASHINGTON — Resumption of payola hearings by the Harris (D, Ark.) Legislative Oversight Subcommittee may not take place until mid-April or even later, because of the scheduling of lengthy legislative hearings by the group, beginning this week (March 15).

Representatives of more than 70 organizations, including industry, government, and bar association groups, will be heard on bills introduced last session to investigate legislative problems of regulatory agencies, the Subcommittee Chairman has announced. The hearing schedule will be the Federal Communications Commission.

Svatoslav Richter. First of these concerns a performance of the Schumann "Piano Concerto," while the second concerns Prokofiev's "First Concerto," and the third, "Piano Concerto in D Minor." These feature the National Philharmonic Symphony of Warsaw.

Other highlights are a two-disk set of Dvorak's "Requiem" featuring Maria Stader, Kim Brog, Ernst Haefliger and Karl Brog; Bertold "Damnation of Faust," with Igor Markevitch and the Lamoureux Ork of Paris; and Haydn's "Missa Sancta Caelestinia," with Euradio Symphony, with Maria Stader.

Merc Plans Step Up On Foreign Promotion

CHICAGO — Mercury Records top brass needed their foreign licensees at a Paris meeting last week, producing charts to show that too much of the label's catalog is being neglected. By concentrating too heavily on the hot, obvious merchandise, the brass argued, licensees are losing the benefits of exposing the catalog to deep.

They proposed a plan for extending their exposure, supported it by offering funds for cooperative radio advertising.

Irwin Steinberg, vice-president, declined to elaborate on the plans. He said that he, Frexy Irving Green and Art Talmadge, v.p.s., agreed at a private meeting in Paris to co-ordinate with Bruce Somers, supervisor of Mercury's international division, who headquarters in Geneva.

In a prepared press release, Steinberg said that EP's are on the downgrade in Europe. The trend there is more than offset by rising sales in L.P.s. Any sales trend in the United States, he commented, tends to be repeated in Europe.

The seminar, attended by 40 delegates from 16 countries, was held in the Hotel Scribe in Paris. It was co-ordinated by Bruce Somers, supervisor of Mercury's international division, who headquarters in Geneva.

* PARIS — Mercury Record has set its fourth international convention here March 2-5, for its European and Middle Eastern dis-

Elements of Cleefer-BMI Suit Trimmed

Performance Rights Issue Excluded; Action Limited

NEW YORK — The scope of the songwriter suit against BMI and major broadcasters has been sharply winnowed down and defined as a result of hearings before Judge Ryan Friday (4) by plaintiffs and defendants.

Judge Ryan's exclusion of the issue of performance rights is based upon a recent decision by Federal Judge Weinfeld — and his further restriction that the suit not class action but merely limited to claims of the 33 defendants, is regarded by many as simplifying the case and taking it out of the category of a massive anti-trust suit. Adherents of this view hold that the original claim of \$150,000,000 in triple damages was pegged primarily on the performance rights angle. The action was started in November, 1953. Judge Ryan, at the oral argument Friday, stated in part that in view of the limitations now set on the extent of the claims, the suit is now a comparatively simple one.

Judge Rosenberg, for BMI, asked Judge Ryan: "May I ask your Honor to rule, as a part of this ruling that the plaintiffs may not introduce any evidence of discrimination by the defendants against anybody except these plaintiffs?"

(Continued on page 112)

A CORRECTION

NEW YORK — Last week The Billboard inadvertently stated in the columns for Artists' Biographies for Jockey Programming that Paul Evans' latest waxing on Guarani was "on net on the charts." "Midnight Special," as anyone can see, is moving quickly up our Honor Roll charts and now stands at position Number 18.

Impresarios Team on Jazz Promotion

NEW YORK — Jazz promoters George Wein, Ed Sarkesian and Al Grossman are setting up a national jazz producing organization for production and management.

The organization will combine the promotional talents of Boston's Wein, Chicago's Sarkesian and Detroit's Sarkesian. Altho the three men will be associated in new ventures they will continue to promote their current productions independently. This means that Wein will continue to handle the Newport Jazz Festival, French Lick, Boston and European tours; Grossman will continue with the Newport Folk Festival, and dates with Odetta and Bob Dylan; and Sarkesian will continue with his "Jazz For Moderns," and the Detroit Jazz Festival.

In joining together the three promoters take in prime jazz territory from Chicago to Boston. They will handle a lot of talent, and stage a number of national jazz tours. Trio are throwing an open house in New York on Wednesday (16) to celebrate the association.

Burton Talent Gets Contracts

NEW YORK — Burton Management, Inc. (Ed Burton), has lined up recording contracts for five of its young artist-clients.

James Coe has been picked by ABC-Paramount. Beverly Wright has signed with Bobbsy Sharp's Time label. Bobby Sharp has inked an Epic contract. L.A. Valentine has gone with Strand, and the Light Brothers have tied up with Canadian-American.

With the experience of Coe and Sharp, the performers will be by the Burton organization at their first steps in their label affiliations.

Col. 10%-Off Tape Deal

NEW YORK — Columbia Records is offering a 10 per cent discount on the firm's complete pre-recorded tape catalog during the month of March and part of April.

SINGERS AID KIT

Specialty Albums Gained To Young Professionals

NEW YORK — Phil Moore, the arranger-conductor-composer, is entering the disc business with a series of specialty albums with arrangers, producers and composers for singers that will be called "For Singers Only." The sets, which consist of an LP record and six manuals, will be sold by mail order and thru record-music shops, for \$12.95 each. The first four sets will be issued early in April.

Moore, who has worked with name singers including Lena Horne, Julie Wilson, Diahann Car-

roll and others, and has arranged and conducted many a record set, came up with the idea to create a package for the new young sets ever since. The idea of the package is to give a young singer a routine, the basics to rehearse, and a cheat-sheet to use at a club date.

Here is the way the packages are set up. The 12-inch LP record contains 10 songs. The 10 songs are set on the first track over backing by a rhythm combo, illustrating

(Continued on page 112)

Cardenas New UST Exec

NEW YORK — The Bloomfield, N.J., plant of United Stereo Tape, plant four-track tapes and has a new manager. He is J. C. Cardenas, former manager of Recording Services for RCA Victor Records Division. As manager of the Bloomfield operation, Cardenas is responsible for all manufacturing and consumer service and operations on the East Coast. All manufacturing and quality control in duplication, packaging and shipping of four-track tapes come under Cardenas' direct supervision.

The appointment, which became effective March 7, was announced by Bill Miltenburg, engineering head and manager of UST.

Carnegie San Remo Overflow

NEW YORK — The San Remo Festival in New York, which wound up last Sunday (6) at Carnegie Hall in New York, has so many turnaways that extra copies had to be called for. The crowd, the Festival, produced by impresario Alberti Landi, was completely sold out on its last night, and played to 360 standees. It was estimated that the turnaways numbered close to 3,000.



TASTE THE
SWEET SUCCESS
OF
**APPLE
GREEN**
BY
*JUNE
VALLI*
71588

MORE GREAT NEW SUCCESSES OF



IT COULD HAPPEN TO YOU Dinah Washington 71560

PROMISE ME THOMAS and 2223 MILES Patti Page 71597

CRADLE OF LOVE Johnny Preston 71598

TOKEN OF LOVE Benny Barnes 71600

GO ON, GO ON Jivin' Gene 71561

This One



B'WAY ORIGINAL-CAST ALBUM BATTLE BUILDS

• Continued from page 1

financing to the producers of a Broadway musical, it seems, is the same value and the number of single records and instrumental or jazz albums that a diskery is willing to issue of tunes from the musical. Producers are tougher than ever on record companies with their demands for single records by name artists to be issued prior to the Broadway opening of tunes from the show. One of the reasons that Frank Loesser's "Greenwich" went to RCA Victor, it is understood, was due to the lineup of name artists, such as Perry Como, Della Reese, Bing Crosby, Rosie Clooney and others that Victor offered to do tunes from the show. (Crosby and Clooney, not being Victor contract artists, necessitated special pacts.) In addition, Victor proffered a gigantic sales campaign on the album.

It is also interesting to note the important role that record clubs are playing in what gets what cast albums. Although no producer or record company wants to talk about it, it

is known that in some recent cast album contracts, diskeries made specific arrangements on when the cast set would go into the club, what type of promotion it would receive in club advertising, etc. Since club sales can amount to 100,000 or better on a hit album, they are an important consideration.

So far this season, 1959-1960, Columbia has come up with the hottest of the new original casts, "The Sound of Music," which is currently close to the 500,000 mark. Capitol probably has the next hottest set in "Fiorello" and is doing well with the off-Broadway score of "Little Mary Sunshine." Victor is doing well with "Take Me Along" and hopes to have a hot one with "Greenwich," which was released last Sunday (13) and is due out next week. Columbia Records, which also spreads out in the direction of straight plays on new and old titles such as "Ages of Man" (last spring), has also just about secured the record rights to "A Thru B Carnival," which contains incidental music by Don Elliott.

Fremd Gets New Col. Post

NEW YORK — Peter Fremd has been appointed to the post of director of information services at Columbia Records. Information services is the new name of Columbia's public relations department, formerly headed by Debbie Ishon, who was recently upped to creative services chief at the diskery. Fremd will report to Miss Ishon, who now oversees the advertising and promotional, information services and art departments.

Fremd has been with Columbia since the fall of 1958, as manager of popular records publicity. Prior to his joining Columbia he was in charge of radio and TV films for Longines Wittenauer Watch Company. He has directed and produced TV shows, and is known to be a strong anchor man on drums with a small combo.

ITALIAN DISK LABELS BURGEON

ROME — Popularity of recordings can be seen in the fact that available labels in Italy have increased in three years from 21 to 67. The new company with its own label was virtually unknown here until 1957, but at the present rate the number may well hit 100 before the end of 1960.

Mexican Music Fiesta Lures Tunesmiths

MEXICO CITY — Over 200 composers have registered for the forthcoming Mexican Music Festival to be presented here at the Palace of Fine Arts and Municipal Auditorium.

More than 1,000 tunesmiths are expected to file songs for presentation before an organizing committee headed by Servo Mirón, noted reporter and composer himself; Mariano Rivera Conde, vice-president of RCA Victor of Mexico; director of artists at Perfiles de Mexico, Francisco Mendez, and Andre Toffel, a.d.r. director for Columbia Records in Mexico.

The festival is open to all songwriters, foreign or native, who may choose their own performing artist, and may submit as many songs for consideration as they wish. The only specific requirement is that all composers must have been residents of Mexico for the past 10 years.

Among the more well-known composers represented are Augustin Lara, author of "Girasol," and Consuelo Valdez, who penned "Besame, Besame Mucho." Last day for registry at general headquarters at the Alfer Hotel is March 21.

FTC Cites Ace Label

WASHINGTON — A payola complaint was issued by Federal Trade Commission last week (11), against Ace Record Company, Inc., and Record Sales, Inc., Jackson, Miss.

Also named in the complaint are John V. Imbruglio, president of both companies, and Joseph C. Carmona, treasurer of Record Sales.

FTC charges that the companies have made payoffs to radio and television disk jockeys and other employees of broadcasting stations for the purpose of increasing sales of their records thru exposure. Since the deceptions conceal the fact that payments have been made for air- ing the songs, the public is misled into believing the records are selected strictly on their merits, FTC contends.

Such "deception" misleads purchasers into buying the records, and is capable of diverting trade unfairly from competitors. FTC labeled the practice an "unfair method of competition" in violation of the FTC Act.

Parties are granted 30 days to file an answer.

HOT 100 ADDS 10

- NEW YORK — Ten new sides appear on this week's Hot 100 chart. These are:
65. Don't Throw Away All Those Tears (Rambled, BMI) — Frank Avalon, Chances Brothers
 66. At My Front Door (Conrad, BMI) — Dee Clark, Abner
 67. Straight A's in Love (Knox, BMI) — Johnny Cash, Sun
 68. Big Iron (Mary's Music, BMI) — Marty Robbins, Columbia
 69. Saravali (American Academy of Music, ASCAP) — Santo & Johnny, Canadian-American
 70. The Old Lampshade (Shapiro-Bernstein, ASCAP) — The Browns, RCA Victor
 71. Ruby (Miller, ASCAP) — Adam Wade, Coed
 72. Don't Deceive Me (Knox, BMI) — Ruth Brown, Atlantic
 73. Lonely Weekend (Rush, BMI) — Charlie Kirk, Phillips International
 100. Teenage Sonata (Marks, BMI) — Sam Cooke, RCA Victor

MAREK WARNS AGAINST LOSS OF DJ FUNCTIONS

• Continued from page 1

full of vintipratties against anything new — such as the cake-walk in its day, the waltz, etc. These attacks in time softened to

acceptance — which in turn gave way to the realization that these forms had made a contribution to music generally.

"Who is to say that rock and roll is bad even though it may not be your kind of music or mine?" Marek asked. He pointed out that all sorts of popular music had their bad songs, but that only the good ones were remembered years later.

With regard to the charge that The Big Beat contributes to juvenile delinquency, Marek said: "This I doubt. Music has not the power to make a man better or worse. Home, happy or unhappy, are responsible for this."

Roulette to Extend Album Sales Push

NEW YORK — Roulette Records has extended its "Operation Clean-Up" sales plan for dealers to March 31. The plan, which went into effect February 1, permits dealers to return \$1 worth of "dead" merchandise on any label for every \$5 worth of Roulette albums he purchases.

The plan includes both the new Roulette releases for February and March as well as the old stock, and takes in Tico, Roto, Forum, and Gee Records. As a direct result of the new plan, Roulette's executive vice president reports the label is "experiencing the heaviest volume of sales in albums since first going into the album business."

At the same time, Roulette's artist and repertoire chief Joe Reisman has signed and recorded more artists during the last few weeks than any other time since he joined the label. New pacts include the Chapparral, Connie and the Cones, Lionel Thorne, Jack Ross and the Dick Lane Quartet, Lucien Farrar, and Eddie Williams. He is also making plans for recording Sarah Vaughan's first single session for Roulette when she joins the label the first of next month.

Ashley Joins MDS Firm

NEW YORK — Al Ashley, long known as a respected music jobber and more recently as an active music publisher, has joined forces with Larry and Maurice Richmond in Music Dealers' Service.

The trade is already seeing the new MDS enterprise as a good omen for the business. The Richmonds and Ashley between them, represent better than a century of experience in the jobbing field. The new set-up also involves enlarged quarters, streamlined facilities and an increased staff for the more efficient handling of dealer orders.

Prior to joining up with the MDS operation, Ashley had operated such music firms as Lewis Schubert, Century, Amco, "Everybody's Favorite Series," Consolidated, Dorsey and Embassy.

Ashley moved into the MDS operation when the firm was recently undergoing proceedings under

UA Appoints New Distributors

NEW YORK — United Artists Records has appointed three new key-city distributors to handle the UA disc line. The appointments make sales manager for the label, announced that Ideal Record Products operated by Al Levine had been named as distributor for New York City. Irvin Distributors, headed by Irvin Pinsky was the new representative in San Francisco, and that the Southland Distributors Company under the aegis of Jack Friedman was the new outlet in Atlanta.

RANK SETS UP HOSIERY TIE-IN ON PLASTIC DISK

NEW YORK — Rank Audio Plastic is the disk of Rank Records of America, which manufactures what is known as the Thin Unbreakable Plastic (TUP) disc. Rank has launched its bendable plastic disk in its first commercial applications, one of which is a special teenage premium deal, designed to sell girls' socks.

In the unique promotion, the Shamrock Hosiery Company of Brooklyn has placed an initial order for 50,000 of the disks. These will be packaged in polyethylene bags each of which will contain a pair of white crew type girls' socks and one pop recording. The disks will contain special versions of current top pop song hits. In the initial group of recordings, there are three different disks including "Theme From 'A Summer Place,'" "Forever" and "Baby."

Price of the entire package will be 59 cents. James Galbraith, vicepres of the Shamrock firm, has predicted that his re-corders on the disk should run into the millions.

Another

SPECIAL-VALUE FEATURE OF

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RECORD INDUSTRY
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RECORD ACCESSORIES

Including: Gramophones, Record Storage Cases, Record Stands, Cables, etc.



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products—coming in the . . .

April 8 issue

(Continued on page 11)

Two of the greatest
ROCK·N·ROLL BALLADS

EARTH ANGEL

and

PLEDGING MY LOVE

as sung by

JOHNNY TILLOTSON

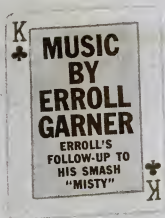
with a lush orchestral backing by

ARCHIE BLEYER

CADENCE 1377

JERRY VALE *sings* 'SOLITAIRE'

ANOTHER WINNING HAND FROM **COLUMBIA** ♦ #1 IN CONSUMER SALES



4-41594

FLASH! JERRY VALE HAS JUST BEEN VOTED "THE MOST PROMISING SINGER OF 1960" BY AGVA

Chi Dealers' Suit Becomes Obstacle Race

Cap, Victor Toss
Fancy Blocking in
Antitrust Hassle

CHICAGO—The status of an antitrust suit by five retail dealers here against RCA Victor, Columbia and Capitol, to use an almost extinct legal term, is "farbrought." This, in the lexicon of ancient courts of the Middle East, means mightily haseled up.

Lawyers for Capitol Records, Inc., have considerably slowed the forward motion of arguments by denying that the Federal District Court in Northern Illinois, where the suit was filed, has any jurisdiction over their clients. They claim that the label does business only in California, where they sell to Capitol Records Distributing Company and to the Capitol Records Club, a separate corporation. Since they do not do business in Illinois, their lawyers contend, they cannot be sued here. The plaintiffs' lawyers, on the other hand, are arguing that Capitol does business here via advertising in national magazines and by having their products sold here, even if thru other corporate structures.

The farbroughtness of the case became deeper by a more recent move by lawyers for RCA Victor. They have asked the plaintiffs' attorneys to produce their income tax records as well as any papers relating to their activity in trade associations. The dealers' lawyers interpret the latter move as an attempt to involve the Society of

PAYOLA BY THE PINT PAYS OFF

WASHINGTON — Deejay Fred Fiske, WWDC, here, has demanded and got "blood money" from 10 local record distributors and one record set — the Brothers Four — in return for "payola plugs" on his show last week.

The one-day "payola" agreement, set up to kick off Red Cross Month, called for Fiske to play the plug tune of each distributor on his show. In return the distributors and artists donated a pint of blood.

Donors included Augie Blaine, RCA; Bernie Block, Mame!; Chuck Silvers, Mercury; Jack Kirby, J. & F.; Johnny Lam, Schwartz Brothers; Chuck Gregory, Columbia; Bob Callahan, Decca; Nat Lopatin, Kapp; Eddie Kalicka, Mangold; and Harold Berkman, Joseph Zankowski Company.

The Brothers Four received four spins for their Columbia disk "Greenfields," in view of their two quart contribution. Fiske originated both his morning and afternoon shows last Monday (29) from the Blood Donor Center of the Red Cross.

Record Dealers (SORD) in the case. SORD has admitted it has financed the suit, but is not named as a plaintiff. Now a detailed hearing must be held to determine whether the income tax records and trade association papers are relevant to the suit—that is, this hearing will begin after the Capitol Records issue is settled.

After both matters are resolved, there will be clear sailing ahead for weighing the antitrust charges—maybe.

Bill to Ban Imported Pic TV Tracks

WASHINGTON — A bill to make it a crime to use imported foreign sound track as background music for American TV and movies has been introduced by Rep. Thomas Pelly (R., Wash.). Specifically, the Pelly bill would ban tape music originally performed outside the U. S. and reproduced by persons who at the time of the original performance were not eligible under the Immigration and Nationality Act to themselves enter and perform in person in the USA. Pelly told Congressmen last week (10).

Pelly called the foreign-made recordings "mechanical weibacks," and said they grievously harm cultural development in America. The imported "robot tapes" have long deprived American musicians of work in background music for TV and movies here, Pelly said, masquerading as art and culture, the foreign tapes "undermine our own residential artists and evade existing immigration restrictions on imports intended to protect and foster music and musicians in this country."

The Bill, H.R. 11043, has the hearty endorsement of AFM President Kerman Kenin, and now goes to the House Judiciary Committee.

Kanner Joins Dwin

NEW YORK — Jerry Kanner has been named as the new general musical director and chief conductor of Dwin Records. Kanner has been involved in recording conductorships, in radio, and with West Coast film production.

NEW AM-FM STATION GUIDE

NEWARK, N. J. — Manufacturers and distributors of records will be interested to learn that the Blonder-Tongue Laboratories, Inc., of Newark, N. J., are offering a free pocket-sized guide to the nation's FM and FM-AM radio stations. The guide serves as a handy station finder and has detailed listing of the frequencies and call letters of some 600 FM broadcasters. Those desiring free copies should write to the Blonder-Tongue Laboratories and ask for Form FMS-10-129.

Action to Distrib Dot In New York

NEW YORK — Dot Records has made its second distributor change in this territory within a year. Official announcement came this week of Dot's move from London Record Distributors here to Action Records, Inc. London took over the line last spring from Jerry Blaine's Cosmat operation.

Action, helmed by Lou Klayman, is one-third of the so-called "Triple-A" organization, which also includes Astor Records in Pittsburgh, operated by Herbie Cohen, and Arnold of Chicago, headed up by Morrie Price.

The Cash Box PICK OF THE WEEK

JOHNNY MCKAY

After You
I Whisper
Your Name
UA 211
ON UNITED ARTISTS



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"SOMEDAY" Della Reese

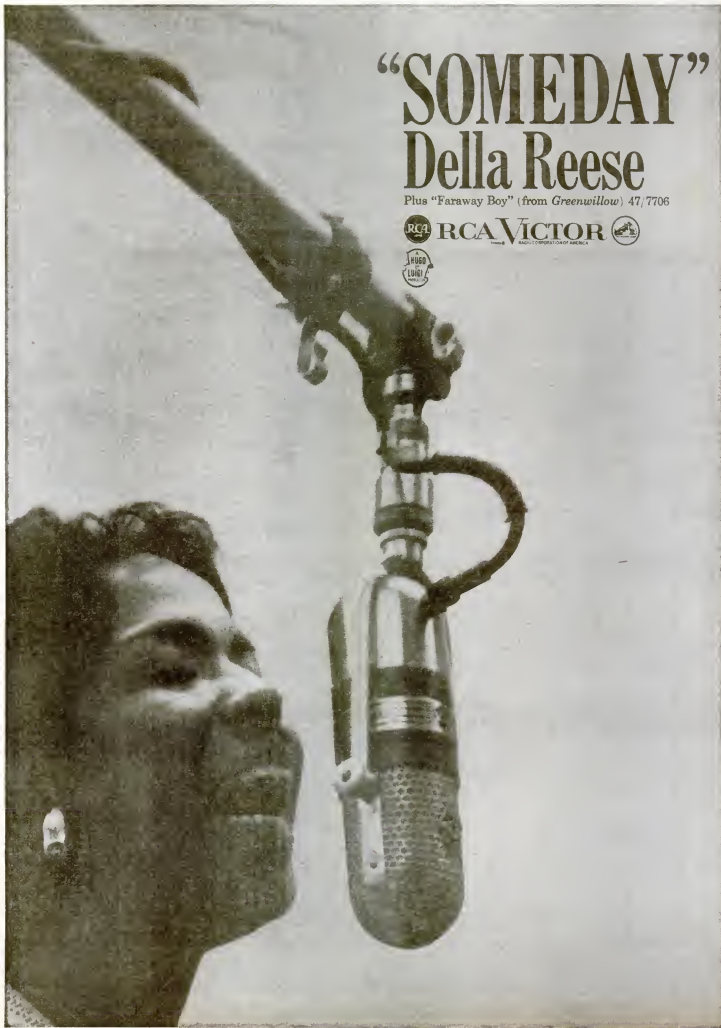
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RCA VICTOR



MADE IN U.S.A. RADIOL CORPORATION OF AMERICA



Pye Mgr. Scores Disk Greed Col. Deal Irks N. J. Dealers

• Continued from page 3

some of the independent companies in the States have contributed in part toward this situation. The method of their contribution centers on their dollar hunger when

discussing deals with overseas manufacturers. You can take it from me that more and more international companies are reacting against some of the ridiculous advances and guarantees asked by some of the companies in the States. I don't see any promising possible deals for affiliation.

"It is the rule rather than the exception with many independent companies in the States, under the terms of a 1958 agreement signed by what they have to offer. They are also apparently forgetting, in many instances, that the population of some of the countries where they seek affiliation is very much less than the vast population of America.

"The American popular record industry is the greatest in the world, everyone knows that from the Dalai Lama of Tibet to the penguins in Antarctica. How did it become great? In my view by capital management and merchandising. Principally on the part of the major companies and the bigger indies, in that when they were establishing overseas affiliations, the principal factor concerning them was the efficiency with which their records would be promoted and merchandised, as opposed to auctioning them to the highest bidder to offset 'promotion' costs.

"When overseas companies are consistently faced with repeated requests for astronomical advances they give up the ghost and start to build their own material—of some of the amounts asked they could record a healthy catalog of their own—and then in turn could begin to get better prices for their own material; they then begin to lose interest in overseas catalogs. In a nutshell there will be no more U.S. records being taken the same steps to those currently witnessed in Great Britain, and the U.S. companies of the American manufacturers will only have themselves to blame.

"In tennis parlance — a game in which both our countries excel — now say 'It's your service, Sir.' My advice, for what it's worth, is that when serving you will be well advised to place your shot carefully and strategically instead of aiming too high and hitting the ball out of court... in which happens the ball very often gets lost.

Lane, speaking from Philadelphia, told The Billboard that the writers were particularly pleased at the fact that the Fox settlements on behalf of publishers were based on "x" number of dollars for "x" number of unspecified "copyrights." In other words, "Lane said, 'these are blanket or bulk settlements with no breakdown by song title. There is no way of determining now what part of the total monies are due each individual writer. That's fine for a publisher who has copyrighted on the works of many different writers but how does the individual writer know where he stands?'"

LIBERTY'S \$100 BOOMERING BITE

HOLLYWOOD — Liberty Records' "Mr. Boomerang" concept last week was boomeranged. Liberty's Aussie import, Johnny O'Keefe, tagged "Mr. Boomerang" by the label as the best of his recordings during his current promotional tour by offering \$100 to anyone who could outdistance his boomerang throw. Last week, during a contest staged by Liberty's Pelican Distribution in New Orleans, a native Louisiana man tried his hand at tossing and walked away wealthier by \$100.

British Yen for Disk Names

• Continued from page 3

even though they grow cold in their home territory.

One of the most talked-of attractions on the current London scene is the triple threat package of Bobby Darin, Clyde McPhatter and Duane Eddy, which opens there next Friday (18). This C&C unit is the first package to be sent to Britain and the jubilation bookers and promoters are reporting "the biggest rush for tickets since Bill Haley's tour just three years ago."

• Continued from page 3

they did with the record club without a fight. Yesterday (10) a committee from our association met with representatives of the Federal Trade Commission in New York to present our case. We feel there must be something legal that will protect a dealer against the manufacturer taking over his function. The association meeting was also featured by reports that all distributors contacted recently have promised to live up to exchange guarantee deals. Earlier, there were complaints that distributor salesmen would make offers which the companies later refused to back up. Another point of discussion was an annual affair to be held by the association at which awards will be given to artists and the most co-operative distributors.

Merc Distrib Shuffle in Buffalo Area

CHICAGO — Mercury Records has made its fourth distributor change in a month, dropping its outlet in Buffalo, Metro Distributors, and shifting the territory between company-owned branches in Cleveland and New York.

The Cleveland branch takes over the forty western-most counties of New York, including the cities of Buffalo and Niagara Falls. The central portion of the State, including the cities of Rochester, Utica and Binghamton will be serviced by the New York branch.

Last week, Merc gave its line to a newly formed subsidiary in the Washington-Oregon territory, Music Distributors, owned by Stan Schulman and Lou Leventhal. Schulman and Leventhal also handle the Merc line in San Francisco through another company, C&C Distributors. For the past year, the Northern States were handled by B-G Record Service.

Other recent changes were in Des Moines, where Mercury was formerly covered by Heichler Bros., veterans with the Merc label. In Minneapolis, the label was given to Coda Distributors and in Des Moines to Mid-America.

NAB Names Interim Head

WASHINGTON — Everett E. Revere has been selected as interim administrator to the National Association of Broadcasters, pending naming of a successor to Harold E. Feltz, president of the group who died Tuesday (8). Revere has been secretary-treasurer of the NAB, and has been associated with the group since 1935. Action was announced by NAB TV Board Chairman G. Richard Shaffo of WIS-TV, Columbia, S. C., and F. G. Sowell, NAB radio board chairman of WLAC, Nashville.

RIDDLE CAN DISK BEATS GUN

HOLLYWOOD — Capitol Records will beat itself out on the market with a Nelson Riddle dance version package of its own original sound-track "Can Can" album. The Riddle dance treatments are being issued this week as a special mid-month rush release while the original sound-track album from the 20th Century Fox film is scheduled to hit the market three weeks later.

Impressive Talent Line-up

On the pop front, the talent line-up is equally impressive. Upcoming April 3 will be the start of the Everly Brothers' first visit to England, a trip that has been in the works for two years. The boys, Ivy suits and all, will do a 21-day one-nighter tour.

Johnny Preston, whose Mercury slicing of "Running Bear," catapulted him into the spotlight, opens a long tour on April 10. The great Sister Rosetta will also arrive in London in April for a tour with the Chris Barber band. RCA Victor's Neil Sedaka arrives later in the spring for his one-nighter tour. Meanwhile Gene Vincent and Eddie Cochran have been in Britain several months on a joint tour of one-nighters. It was Cochran in fact, curiously enough, who defended British artists against the blasts from America of Cliff Richard.

Meanwhile, Johnny and the Hurricanes arrive about May 1 for a tour, while Conway Twitty opens his trek on May 7 with a TV slotting on Saturday Spectacular. The group's most important visitors for Britain will be Nat King Cole, who will be making his first appearance there since 1954. Cole will be the concert at London's Victoria Theater May 14, followed by the TV show, Sunday at the Palladium, the next evening.

Perry Como has never been to England in his life but on April 15, he arrives with key personnel of his American TV troupe to tape a full-hour show from a number of British locations for showing in America April 27. British bookers hope to persuade Como to appear locally on TV during the visit.

On a related kick, Pat Boone, who flew to London for St. Valentine's week-end for TV, will move his whole troupe to London next month where five separate shows will be taped for his regular American ABC-TV slot. It's believed possible that Boone, too, will tape a show from Britain following the work on the Continent. The American Jack Parr will also do five shows from London with his American troupe, plus British guests from March 25-30.

Night club impresario Al Burnet, who operates the Pizalle in London, has already booked Sam Cooke, Elvis Presley and starting May 1, Burnet arrives in the States last week bent on shooting for the moon — Frank Sinatra. Burnet will make the singer to come in for three weeks in July. He is also going after Tony Martin.

• UST Tape Issue

• Continued from page 3

ductions of the original full color art work featured in Verve's albums.

Release also marks the debut of United Artists product in tape form. UST will issue eight UA tapes. According to UST Marketing Manager Bill Muster, the new release will be backed up by a strong point of sale merchandising program and a solid ad campaign.

Ashley Joins

• Continued from page 6

Chapter 11 of the Bankruptcy Laws. On February 26, court confirmation was obtained here on a settlement plan offering publishers 12½ per cent of net outstanding claims. The settlement was made possible in part by the fresh money represented by Ashley's moving into the picture.

Mercury Bus

• Continued from page 3

Klein's Mobile One-Stop operating in New York, Cleveland and Pittsburgh.

Mercury's distributor in New Orleans was first to try the plan for the bus but it flopped there. Not because it didn't pay—but because the salesman assigned to the bus quit his job.

The Cash Box PICK OF THE WEEK

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MOTION PICTURE REVIEW

'Can-Can' a Draw Despite Defects

It's hard to see how the new film based loosely on Cole Porter's "Can-Can" can avoid making a sturdy profit. It's got heavy marquee value and some choice Porter music. Capitol is releasing two LP's and at least one single which should benefit from the hoopla surrounding the picture; one LP is a sound track album, another is an orchestral version by Nelson Riddle, who scored the music for the picture. The single is a Frank Sinatra version of "C'est Magnifique."

This film is blessed with potent names in Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jordan. Its songs include "C'est Magnifique," "It's All Right With Me," "I Love Paris," "Come Along With Me," "Maidens' Treaty of France" and "Live and Let Live," from the original Porter score. In addition, having dropped some less successful works from the original, three Porter bits not from the stage version have added to the film: "Just One of Those Things," "Let's Do It" and "You Do Something to Me."

Yet, for all the talent and fine music, the film is somewhat disappointing. Not that it is a bad film; it simply does not measure up to its potential. At no time is it possible to feel that the characters are anything more than that. And this basic lack of sympathy and identification makes the dramatic aspects of the weak story seem merely a charade. The original was certainly hardly any better in this respect, but it is a matter of regret that as adept as Miss MacLaine and Sinatra may be in other respects, they were unable to portray their roles with real conviction.

The color, the music, the publicity deriving from Khrushchev's visit to the set—all these are plus factors, however. And, since most people don't seem to expect too much from a musical, dramatically, the picture in "Can-Can" has enough assets to make it draw paying customers. It's screening as a reserved-seat attraction on its first run. Sam Chase.

CONCERT REVIEW

Roselyn Tureck Interprets Bach

Roselyn Tureck showed how great her appeal has become as an exponent of Bach keyboard music when a full house turned out despite the severe snowstorm last Friday (4) to hear her play the "Goldberg Variations" at the Metropolitan Museum's Grace Rainey Rogers Auditorium.

Miss Tureck's way with this music is well known from her two record Capitol sets. She plays all the repeats and as a consequence requires far more time than any other artist, virtually all other versions being compressed onto a single record. As a result, the Variations comprised her entire program, there being no intermission or encores.

There's little doubt of the pianist's devotion to the composer and this is passed on to her audience. One might question certain mannerisms, only in her playing but in her bearing, onstage and at the keyboard, as being slightly theatrical. Some of her pianistic phrasing also tended to sound positively from the Romantic rather than the Classical period.

But this is quibbling. Miss Tureck has set out to interpret Bach in her own way. In the course of so doing (and with increasing success and acclaim) she has developed, consciously or not, her own set of idiosyncrasies. These have tended to help her win a wider public, however. And Wanda Landowska, in her time, also had a distinct stage personality. Miss Tureck seems well on her way toward filling the role of Bach interpreter which was Miss Landowska's before the latter's death last year. Sam Chase.

LEGIT REVIEW

Some Good Songs But No Magic

Frank Loesser has had a remarkable record of success with his post legit musicals, "Guys and Dolls," "How to Succeed in Business Without Really Knowing It" and "The Pajama Game." His score may remain perfect in that his latest show, "Greenwillow," has a good chance to join its predecessors as a money maker. But its form and musical content are miles removed from his first two shows, without seeking to imitate any really new trails in the theater, as did "Fella" as a near-opera.

From a musical standpoint alone, Loesser's score does not rebound with the song-stopping songs in the popular idiom that marked "Guys and Dolls." But it contains a few which should have an excellent chance and a couple of others which, with sufficient exposure, can also create some excitement. What stands out as the surest shot is "The Music of the Moment," which gets two reprises, after being heard early in the first act. This seems to contain all the needed elements to become a national standby such as "White Christmas" and "Good Bless America." Bing Crosby has cut a single on it.

"Summertime Love" is a melodically happy inspiration; as sung by Paul Perkins in the show it carries a rhythmic pattern which may be in single cut for the pop market; perhaps this has been resolved in a complex cut by Eddie Fisher and Rosemary Clooney. A wistful minor ballad is "Faraway Boy," sung by the ingenue, Ellen McCown, and recorded by Della Reese.

No songs are known to be scheduled at this time for "Walking Away Whistling," a play with a musical effect of ballad, which has great merit, nor for a couple of joyous novelties, "Could've Been a Ring," which has a country lilt, and "What a Blessing," which also could be a novelty sleeper, perhaps with a bit of revision. The original cast album will be cut by RCA Victor Sunday (13) and should be available nationally within two weeks of that day.

The show's handicap is its book, by Loesser with Lesser Samuels, based on a novel by B. J. Chute. It doubtless was hoped the show would carry the audience along into its fairy-tale type town, set to no place specific, and featuring a group of characters imbued with rustic charm. But it turns out to be just

sufficiently lacking in theatrical magic as to make it appear contrived. But while one may never be swept away by the show, it remains enjoyable.

Peter Larkin's settings, which fly up and down and in from the wings, are a complete success and come closest to providing the needed mood. The cast is uniformly excellent. Young Tony Perkins should be a magnet for the young females, although he overdoes just a bit the role of the gangly, lovable youth, with the wide, crooked smile. Pert Kelton as his mother and Cecily Callaway and William Chapman as the town's two ministers, happy and dour, also are outstanding. Miss McCown as the love interest does her best, but the part is not oversympathetic. A little squirt of about five named John Mega does a great deadpan job as Perkins' little brother, especially in a couple of rollicking ballad sequences choreographed with style by Joe Layton.

"Greenwillow" is one of the season's big musicals. It should do well. If it does, the album should sell. But "Greenwillow's" story line wavers among a group of subsidiary questions. Will boy get girl in only one; also asked are will boy get disrupted cow, will boy beat family curse, will benign minister outwit the stern one, and a few others. Finally, a show that relies so heavily upon the audience's imagination should seem to play itself; the subtle difference is that this show must be played, albeit most capably in a top professional mounting. But no magic, it obviously is the product of mortal hands. Sam Chase.

NIGHT CLUB REVIEW

Sultry Eartha at the Latin Quarter

Eartha Kitt is vivacious, stunning and sultry in her usual feline manner in her current stint as the star of New York's Latin Quarter revue. The latest Don Arden production, "Ski High," also spotlighted Bernard Brothers, tumbler Rudy Horn, the Kimo Dee Dancers and singers Kitty Dolan, Ruth Shepard, Jay Sine and Bruce Parnell.

Miss Kitt opens her set with a sly reading of "Independent," and proceeds onto several of her past disk clicks, including "Santa Baby," "I Wanna Be Evil" and "C'est Si Bon." Her special material includes "After Me" and "I Can't Forget Him," which she does with a highly amusing Cockney accent. "Old-Fashioned Girl," "Love Is a Gamble" and "Uska Dara" were also most acceptable to the crowd.

The Bernard Brothers are master mimes. They apply their own witty lip-synce twists to "The King and I" and "My Fair Lady" and "The Boogie Woogie Bugle Boy From Company B." Tumbler Rudy Horn shows amazing balance. High point of his act is the mounting of six cups and saucers on his head, while riding a one-wheeled cycle.

The production numbers are colorful and clever. A trek to the nitery proves most entertaining. Howard Cook.

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Doerfer Is First Casualty

• Continued from page 4

Eisenhower demanding Doerfer's dismissal (9). Miss Parker told the President that he had made many attempts to get Doerfer to admit her testimony (accusing broadcasters and broadcast music and roll) into the recent FCC hearings on programming standards. Her final demand to know when Doerfer could speak to her was answered with a single word "never" from the then-chairman's secretary, said Gloria.

Another ironic outgrowth of the way payola investigations backfire came in a report that the ABC network, which required delay Dick Clark divestiture of all music interests, was itself getting a 7-cent royalty on every Dick Clark "Record Carrier" sold. Story was given to the press by Rep. John Bennett (R., Mich.), ranking GOP member of the Harris Subcommittee, who has recently secured the delay in bringing Clark down for questioning before the payola problems.

The Record-Carrier items were reportedly a product of a Clark-Mammarella enterprise. Anthony Mammarella, former producer of the Clark shows on ABC, chose to drop out of the network connection and keep his music interests.

Backgrounding the Doerfer resignation is the turbulent history of head-rolling under the ax of House Legislative Oversight Subcommittee. Hearings in 1958 resulted in resignation of FCC Chief Richard Mack in the wake of testimony on gifts and loans from Miami attorney Thurmon White-side. Also part of the payola picture among the administration's hawks was 1958 resignation of Presidential Assistant Sherman Adams, resulting from too much gifting by Bernard Goldfine, New England industrialist.

Turbulent History
The Harris Subcommittee is working on legislation to raise standards for regulatory agencies that are reportedly "captive" to their industries. The Celler (D., N.Y.) Antitrust Subcommittee of the Judiciary is also working on stiff anti-interest legislation to set boundary lines for government officialdom in matters of industry connection.

WADO Sets 4-Way Music Programming

NEW YORK — Swimming against the current pretty music format tide, the new Bartell outlet here, WADO (formerly WOW) is going after four different listener markets.

During the day, WADO offers current pop hits. In the early evening, Italian language disk shows are aired. From 10 to midnight, Jacko Henderson spins rhythm and blues platters; and the outlet's latest addition, Symphony Sid Torin, spotlights jazz wax from midnight to 3 a.m.

General manager Mel Bartell opined that a cosmopolitan city like New York needs a station which caters to four such different musical tastes, rather than concentrating on one segment of the population.

The exec said all records played on WADO (including those on Henderson's show) are selected by program director Al Hancock. Deejays are not permitted to program their own shows. However, Bartell said he believes in letting jocks establish themselves as personalities in their chatter. In line with this, a plan is in the works whereby WADO spinners will emcee various community dances and charity affairs co-sponsored by the station.

Riverside in Esquire Tie

NEW YORK — Riverside Records and Esquire magazine are co-operating in the exploitation of an article to appear in the April issue of the magazine, written by Nat Hentoff and titled "The Private World of Thelma Houston." Riverside, for whom the pianist records exclusively, is supplying its distributors with display cards featuring the Esquire trademark and handbills and flyers about the story for their retail stores. The magazine is doing an extensive picture to disk jockeys and reviewers utilizing the special Thelma Monk postage stamps recently issued by the record company.

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TV REVIEW

Nostalgia With Let-Down Trimming

Watching NBC-TV's "The Swingin' Years" (March 8, 8:30-9:30 p.m.) was tantamount to watching "The Late Show." The nostalgic value was unnecessary, but the re-created "great" musical memories of the '40's turned out to be letdowns.

In spite of the title, the sequel to "The Swingin' Years" devoted at least half of its time to "Party" southerly via the durable music of Freddy Martin, Eddy Howard pianist, Jack Fina, and vocals by Vaughn Monroe and the Moon Maids.

Swing was represented by the sometimes exciting sound and showmanly vocalizing of Woody Herman. Stan Kenton, and Charlie Barnett, with variations on the beat by boogie-woogie master Freddie Slack and Ella Mae Morse and Louis Jordan. Dash Washington was also on hand and in good voice, although her current version of the 1945 hit "What a Difference a Day Makes" really didn't belong in the post-World War scene.

The most effective performer on the bill was Jo Stafford—looking at least 10 years younger than she did back in the '40's. She scored with "The Gentleman Is a Dope," then gave the show its most genuinely exuberant moment, via her cornball thrusting stint as Cinderella G. Stump on "Tim-Tay-Shun" with a strong assist from the Red Jangle and the Natural Seven.

Donald Reagen was a gracious emcee, but seemed lacking in any real enthusiasm for his subject matter. June Bundy.

Daily News to Sponsor Jazz

NEW YORK — Top-jazz record talent has been lined up to take part in The New York Daily News Jazz Festival to take place in Madison Square Garden June 2 and 3. Inking the talent for The News Festival is George Simon of Bourne Productions who is talent coordinator, while William R. Fritzenberg is producer.

As is true in other Daily News sponsored events, like the Golden Gloves and Silver Skates competitions, the proceeds from the Festival will go to charities, in this case one from each of the three major religious groups, the Red Cross and the United Hospital Fund.

Already signed for the jazz extravaganza are the Count Basie band, Sarah Vaughan, the Hi-Los and Ahmad Jamal, who will appear on the evening of June 2; the Dukes of Dixieland, Louis Armstrong, and the bands of Woody Herman and Dizzy Gillespie, who are slated to be presented June 3. Two more artists have yet to be signed, one for each night.

Newspaper Points Payola Finger at Indianapolis DJ's

INDIANAPOLIS—In a dispatch from its Washington, D.C., Bureau, The Indianapolis Times, a Scripps-Howard newspaper, asserted Tuesday (8) that a number of Indianapolis disk jockeys accepted money and gifts from the Indiana State Record Distributors, Inc., as payola for playing certain records. The information was attributed to "a reliable source."

A complete list of the names of the deejays who have taken payola has been turned over to the Federal Trade Commission, according to The Times report.

The company, Indiana's largest record distributor, was one of 10 firms charged by FTC in recent days with making the illegal payments. The firm also owns the Whirling Disc Record Distributors, Inc., also named by the FTC. Company officials, who maintain offices here in Indianapolis, were unavailable for comment.

Only Seymour M. Bagal, attorney for the firm, was willing to discuss the matter. "We don't admit we're liable but we agree with the government that payola is a bad practice and should be cleaned," he said. "We also agree that we'll refrain from doing anything like it in the future."

The Times said further that it had "contacted several Indianapolis

BASIE TO HEAD 2D JAZZ JUBILEE

WASHINGTON — Count Basie and his hand will headline the talent for Washington's Second Annual Jazz Jubilee, to be held here March 21 at the Presidential Arms.

Willie (The Lion) Smith and Charlie Byrd, local jazz guitarists, will also be on the program.

Jubilee will benefit Southeast Neighborhood House, a United Givers Fund Settlement.

Patrons of the benefit include Mrs. Dwight Eisenhower, Mrs. Richard Nixon, Mrs. Earl Warren, Secretary of the Treasury and Mrs. Robert Anderson, Attorney General and Mrs. William P. Rogers, and Mrs. Robert E. La Follette. Also present are Mrs. David B. Kerrick, Mr. and Mrs. Sterling Brown, Dr. Dorothy Ferber and Mrs. George C. Hayes.

Cosse-Landau In 'Jubilee' Talent Tie

LOS ANGELES—Artists Management Bureau, formed here recently by X. Cosse, former Nashville c.d.w. impresario, and Marty Landau, veteran West Coast booker, has just signed an agreement with Jim McConnell, head of Top Talent, Inc., Springfield, Mo., to represent exclusively "Jubilee U.S.A." talent on the West Coast, Hawaii and Australia. McConnell is chief booker for "Jubilee," network c.d.w. TV show.

Oscar Davis, widely known c.d.w. promoter and booker, recently joined AMB to develop the night club and foreign market, Cosse says. The office recently saw Floyd Robinson to Australia and is following this up by sending Johnny Preston and Jerry Lee Lewis on a Down-Under tour for Lee Gordon. AMB also has Johnny Preston going to England for 10 weeks. Latter trek was arranged thru Bill Hall, Preston's manager, and Norm Riley, of the Foster Agency, who represents Preston in England.

AMB covers a 12-state area, according to Cosse. Among acts that have played the circuit recently are the Browns, Mary Robbin, Jerry Lee Lewis, Johnny Preston, Hank Snow, Martha Carson, Floyd Robinson and the Little Dippers.

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UST Exec Predicts Spiraling Tape Market.

Foresees 1,000% Sales Leap in '60;
\$150 Mil Industry in Five Years

By LEE ZHITO

HOLLYWOOD—The music-on-tape market will take 1,000 per cent leap in 1960 over the previous year and within five years will hit the \$150,000,000 mark. So predicted Herb Brown, Ampex vicepres, head of its United Stereo Tapes subsid and the current prexy of the Magnetic Recording Industry Association, in an address last week before the seventh annual West Coast Audio Engineering Society Convention.

Speaking on the subject, "The Tape Movement: How It Began and Where It's Going," Brown traced for the more than 100 people present the history of tape's growth. He told how it developed

into a small but highly promising segment of the recording field until the advent of the stereodisk tape sales into a nosedive. He related the circumstances behind the birth of UST as a means of solving the old "chicken and egg" problem by providing a sufficient supply of four-track recordings to spur other manufacturers into building quarter-track playback equipment.

Since the advent of four-track, music-on-tape, sales shot up from near oblivion to hit the million-dollar mark within less than a year, Brown said. He then predicted that sales in 1960 would increase tenfold over those in the previous year, to become a \$100-million industry and will reach the \$150,000,000 mark five years from now.

Brown told the assembled engineers that four vital developments will make these sales predictions actualities:

1. Engineers will have to improve master recording at short wave lengths (i.e. slower speeds).
2. Mass duplication of tapes will be solved, predicting that within three years it will be possible to duplicate tape from five to ten times the present quantity.
3. Improvement of the tape itself by 15 d.b.

4. Improvement of the mechanical handling of tape (i.e. tape transport) within playback equipment.

Tape, Brown said, will enjoy a mass market acceptance via the tape magazine concept. However, in his opinion, there will be co-existence between reel-to-reel tape and the tape magazine since both will appeal to separate facets of the over-all market. He likened the magazine to the record changer while reel to reel, he said, was comparable to the fine turntable. The more discriminating and quality-minded buyers, he said, will prefer reel to reel while the convenience-minded member of the mass market will be willing to sacrifice quality for price and simplicity and prefer the magazine versions.

By JACK MAHER

MOUNT VERNON, N. Y.

(Continued on page 122)

MRIA Again To Sponsor S. F. Show

CHICAGO—A board of directors meeting of the Magnetic Recording Industry Association here decided to sponsor a San Francisco High Fidelity Show in 1961. The show's new netting \$1,500 for the MRIA treasury. The association expects that the 1961 show will prove much more profitable. James J. McLaughlin, who directed the event this year will repeat, and the show will once again be held at the San Francisco Co. Palace.

Annual meetings of the MRIA members will be held May 18 in Chicago which coincides with the May Parts Show (May 16).

Two new full members of the organization were welcomed at the latest MRIA meeting held here last week. Wechor of Chicago, International Radio and Electronics Corporation of Elkhart, Ind., and Vanguard Recording Company, New York, which was accorded associate membership.

PEPE NOMINATED IHFM PREXY

HOLLYWOOD—Ray Pepe, James B. Lansing Sound, Inc., vicepres, last week was nominated prexy of the Institute of High Fidelity Manufacturers. Since he is the sole candidate, nomination is tantamount to being elected to the Institute's highest office. Nomination, however, is subject to membership approval with balloting scheduled for March 22.

Pepe was elected a vicepres of the Institute but in the absence of a prexy has served as acting president. His name was selected by the Institute's nominating committee headed by Joe Benjamin, the Institute's exec secretary.

This will mark the first time a West Coast based manufacturer will head the Institute.

Heavy Agenda For EIA Meet

WASHINGTON—More than 30 individual meetings of Electronic Industries Association divisions and committees will be held at the organization's annual spring convention here March 15-18. Highlight of the four-day convale will be the first Defense Market Planning Seminar which will bring top government and industry defense planners together to trade ideas on speeding up the production of new weapons systems.

Guest speaker at the seminar will be Rep. Gerald R. Ford (R., Mich.), who is a member of the House Appropriations Committee. His subject: "Congressional Responsibility in Defense Planning." Of immediate importance to dealers and distributors is the EIA's Consumer Products Division meeting which will determine the advisability of launching a proposed promotion program for hi-fi and stereophonic phones and TV receivers. The program revolves around a broad and heavy institutional advertising campaign which will kick-off the fall sales season.

Audio Feedback

AUDIO AD FENCE-CROSSERS

What's the best ad medium for audio component manufacturers to use for attracting consumers to dealer locations? This question is getting a lot of examination currently in the audio field. Nobody, however, has a perfect answer. Result: Some interesting trends are in motion, of which dealers should be aware.

For one thing, a number of component firms are beginning to experiment with mass-market media, as opposed to the more "vertical" media such as magazines (High Fidelity is a perfect example) devoted to hi-fi record news, or the music sections of consumer publications. Heathkit and Shure Bros., just in name two, have lately been entering mass print media to broaden their market, and even dealers such as Hudson Radio & TV and Audio Exchange have found that ads in news sections of newspapers, rather than music sections, have brought in lots of business.

At the same time there's a constant influx of new audio fanatics into the field. Once a customer takes the plunge on an audio system, he's got the bug, even if he spotted his first audio ad in the news pages. So then what happens? He starts to read audio-slanted publications and music sections of newspapers and listening to classical music on FM. Only now he's looking for ways to improve his system and for ads on new products. And so the cycle goes 'round and 'round. We hope to explore this problem in the future with admen in the audio field and will bring you their comments.

HOW MANY CHANNELS IS STEREO?

On another advertising front, Magnavox has gotten into the act on the question of three-channel stereo, letting go with a full-page trade ad blast this month at other packaged goods manufacturers (such as Motorola and Packard Bell) who sell packaged stereo on a three-channel basis, not with the use of the label "multi-channel."

In the dealer-slanted ad, Magnavox topper Frank Freeman pointed out that his firm has turned out stereo phones with four amplifiers and four speakers for alert dealers. He says "Magnavox" has never laid claims to a four-channel stereo system because there are still only two channels to reproduce." Freeman further noted that the Better Business Bureau also has frowned on the practice of labeling common-sense stereo as "three-channel," a technical audio gimmick which, incidentally, is far from new and dates back to the earliest days of Emory Cook's experimentation with binaural records.

THE BERLITZ BIZ: A NEW MARKET?

A new market for tape recorders, public-address systems and other audio gear that may eventually total \$460 million is currently opening up for alert dealers who sell and install such equipment. The market is being made possible by the National Defense Education Act (passed by Congress in 1958) which calls for \$280 million for government-funded, and an additional \$40 million, to be spent in improved educational facilities for teaching modern foreign languages.

Something like 300 colleges, universities and secondary schools are already in the act of using "language laboratory" techniques developed during World War II by the Army in crash programs. The usual gimmick is to expose students, individually or in groups, to prerecorded foreign-language conversations, and students are required to listen to recorders and learn their faults in playback.

One major supplier of educational school equipment has already taken the plunge into this field in a big way. The firm is Edwards Company, Inc., an 88-year-old concern that's well known for its school signaling equipment, fire alarms, intercom systems, etc. Edwards has created a new Educational Equipment Division to market electronic language-teaching systems, and has named W. B. Rubin as product manager. The Edwards firm headquarters in Newark, Conn.

MORE AIDS FOR DEALERS, DISTRIBUTORS

Several large firms have lately been giving their dealers and sales executives a helping hand. A few: Westinghouse has just kicked off a new program of Workshop Weeks for distributor personnel at the firm's Metuchen, N. J., factory. The workshops are divided into a pair of factory sessions, with Westinghouse playing host to between 30 and 40 men concerned with the sale of stereo and TV products in each Westinghouse distributorship. The sessions cover all phases of manufacturing and marketing and are designed to "enable distributors to offer better service to dealers."

The Andax Division of Reo-K-Ok is now making available to audio dealers a new three-dimensional point-of-purchase display promoting Andax Paraflex speaker systems. The display features a variety of interior decor applications of the speaker system. Syntia is offering to dealer servicemen a 12-lesson Radio-TV Training Association correspondence course on latest business techniques and practices. By C.R.S.

Report Scores One-Piece Stereo

By JACK MAHER

MOUNT VERNON, N. Y.

The Consumer's Union, thru their official publication, Consumer Reports, has branded one-piece stereo as phony. The non-profit organization's March report states that no stereo effect can be expected from two loudspeaker systems mounted only two to three feet apart in the cabinet.

In the 35 sets tested by CU engineers, the average separation between speakers was 32 inches, which means that to properly hear the music with stereo effect, the listener would have to sit three feet or less from the front of the cabinet. Then, practical places said listener on the floor in front of his set, his head snuggled precariously close to the works of the machine. The engineers felt that three feet or less is considered too close for normal listening. They feel that, in an average living room, speakers must be placed six

to 10 feet apart to produce true stereo sound.

Altho four of the sets tested had a pleasing musical quality as regular monophonic units, no record could be labeled as stereo in the technical sense of the word. Even more serious was the claim that three or four of the phono consoles were outfitted with changers that "proved to have one or more serious deficiencies," which, in CU's opinion, "substantially lowered the quality of the machines using them."

As the test sum-up concluded, "only one one-piece machine would satisfy musical quality with an adequate record changer," and "you can get satisfactory reproduction (but little or no stereo) at around \$300 before possible substantial discount."

As a natural follow-up to its March report, CU engineers are now testing and preparing the facts on outrigger and multi-piece consoles for future publication.

Look! a V-M TRIO for top volume selling!

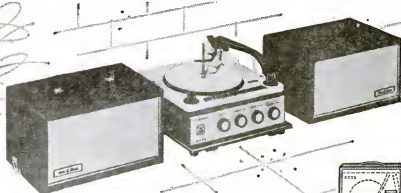
**ALL STEREO!
ALL PORTABLE!
ALL PROFITABLE!**

Typical of V-M value leadership is this sales-inciting trio of *completely portable, self-contained Stereo Systems!* With incomparable versatility and performance, there's a V-M model for your every prospect! Nail the sale with any one of these unique portables!

- Distinctive V-M Styling!
- Professional Component Features!
- Complete, Dependable Controls!
- Unparalleled Performance!

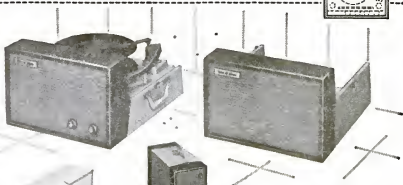
1 V-M/Portable Component Stereo System—Model 307
Detach the two powerful speaker sections and you have a third section with record changer, amplifier and all controls. Place the speakers anywhere—even in bookcases or on end tables. Put the central changer unit completely out-of-sight if you wish! Limitless arrangements!

• FULL COMPLEMENT OF CONTROLS IN A PROFESSIONAL CONTROL PANEL • V-M'S EXCLUSIVE "stere-o-matic" AUTOMATIC 4-SPEED RECORD CHANGER PLAYS ALL STEREO RECORDS AND ALL MONOPHONIC RECORDS—ALL SPEEDS, SIZES! FOUR POWERFUL SPEAKERS • DURABLE GRAY PYROXYLIN CASE WITH QUALITY, PROFESSIONAL LOOK! **\$129.95 List***
AS A 4-SPEED MANUAL-PLAY PHONO IT'S V-M MODEL 207 **\$119.95 List***



2 V-M/Automatic Portable Stereo System—Model 314
Harmonious and exactly matched are the two sections which comprise this V-M self-contained portable stereo system. Quickly and easily assembled for compact, light-weight portability!

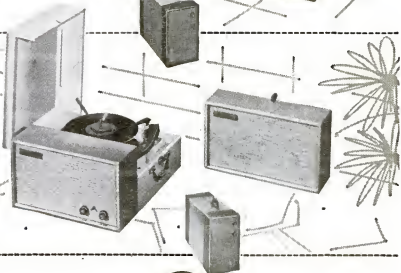
• PLAYS ALL STEREO RECORDS! • ALL 33 AND 45 RPM MONOPHONIC RECORDS • COMPLETE CONTROLS • BIG 5 1/4" SPEAKERS • DELIGHTFUL V-M STYLING IN BROWN AND WHITE LEATHERETTE. **\$79.95 List***



3 V-M/Portable 4-Speed Stereo System—Model 312
Everything you could want in a completely self-contained, light-weight personal portable system—and more! Style-matched speaker systems are easily detached for amazing stereo performance!

• V-M EXCLUSIVE "stere-o-matic" AUTOMATIC 4-SPEED RECORD CHANGER • COMPLETE CONTROLS • FOUR 5 1/4" SPEAKERS—TWO IN EACH SECTION • PLAYS ALL STEREO AND MONOPHONIC RECORDS—ALL SIZES, SPEEDS • CARIBEAN BLUE AND WHITE LEATHERETTE CASE. **\$109.95 List***

*Slightly Higher West



ALL RECORDS SOUND BETTER THAN EVER BEFORE WHEN PLAYED ON V-M PORTABLE STEREO SYSTEMS!

Follow the Stereo Leader. V-M's Complete Sales Promoting Programs are Ready to Work for You!

Let Your V-M Distributor Tell You How!

the **Voice**  of **Music**®

V-M CORPORATION, BENTON HARBOR, MICHIGAN

WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS, AND TAPE RECORDERS

SELF-SELLING, RENTALS CULL STEREO DIVIDENDS

COLORADO SPRINGS, Colo.—Getting away from some of the traditional aspects of stereo and high-fidelity merchandising has

paid impressive dividends for Al Massaro, retail dealer here.

Massaro's firm is TV Specialties Company, which began operations as an exclusive television dealership, and which now has branched out profitably into sound merchandising. Last year, Massaro sold more than 200 pieces of fine stereo equipment, and almost as many low-priced stereo portables, primarily because he "covers the field."

First, Massaro is a firm believer in "letting the stereo prospect sell himself." At the same time, he doesn't like a lot of blaring noise in the showroom. Accordingly, when he completely remodeled his big midtown building a few years ago, he included a glassed-in separate stereo listening room, finished in blonde hardwood, with heavy plate glass walls, 18 by 8 feet. With a rear wall hung with drapes, comfortable lounges and chairs, this separated room is Massaro's stereo showroom. Inside he displays not only the most expensive stereo carried in stock, but the lowest-priced portables as well—and every stereo prospect, no mat-



"Hold it, honey lamb. I found the JENSEN CARTRIDGE!"



Announces... opening of New manufacturing plant on the West Coast...

The finest recording and manufacturing facilities in the record industry are available to you.

For detailed information call or write to your nearest Capitol Custom Office.

HOLLYWOOD 1750 N. Vine St., Hollywood 28, Calif. HO. 2-6252

NEW YORK 131 W. 40th St., New York 19, N.Y. JUliette 2-8000



Balloons Build Store Traffic

CHATTANOOGA — It takes something out of the ordinary to attract a maximum crowd of prospects today, according to Roy S. Potts, head of the House of Television, here.

In introducing the 1960 line of stereo photographs and tape recorders which the downtown dealership carries, Potts set out to create just as much traffic as possible with a clever give-away. Instead of the usual drawing, he bought 300 ordinary penny balloons, each of which was filled with helium gas, and released, after tying, to press against the stereo ceiling.

Long, eight-foot strings were used on each balloon, and were wrapped around a tiny number.

(Continued on page 112)

ter what price bracket he is interested in, benefits by the colorful, sound-proof room. Massaro's favorite sales gimmick is to ask the customer what his favorite musical selection is, then locate it stereo in the record department, after which the record is handed to the customer, and he is "turned loose" in the separated studio. If the prospect has voiced an interest only in a low price portable, Massaro knows that he will not only play that model, but likewise, will yield to the temptation to try the same record on some of the larger, more expensive sets shown in the same room. Invariably, the customer "sells himself up" from a rock-bottom priced stereo model to one of the higher-quality, more appealing varieties.

With the sound-proof, glassed-in room, the prospect can let the music belt out just as loud as he wants, with no distraction inside, or no interference with people elsewhere in the store. "All of our customers appreciate the fact that we leave them pretty well to themselves when experimenting with stereo choice," Massaro said. "I think it is a serious mistake to show bottom-priced sets carelessly spaced away from the top end of the line. We give the same treatment to the customer who wants to buy a \$90 portable as the customer who is interested in a \$600 cabinet set, and they not only appreciate it, but sell themselves up to higher price lines."

Massaro rents high-caliber stereo equipment to customers who want to use them for dance music at parties, for special musical programs, a family get-together, etc.

(Continued on page 112)

NEW AUDIO PRODUCTS

Hi-Fi Accessory Display Rack

A new display rack for stereo and hi-fi accessories—labeled "Gibson Girls"—has been inaugurated by Robins Industries, makers of hi-fi and stereo accessories of Flushing, N. Y. The new design series is tailored to catch the eye and the hand of the impulse buyer — and get its name from the packages' cinch "waistline" effect achieved thru the use of four scored black borders which frame the orange center.

The hole at the top of the product-holding card makes it especially convenient for all sorts of hanging displays, but specifically suits the Robins "Add-a-Unit" pegboard.



Simplified Needle Replacement Catalog

A catalog just published by the Clevite "Walco" phonograph needle company simplifies the ordering of replacement needles of all types. The new book, slated to lighten the ordering burden of distributors, dealers and phono service people, is divided into sections keyed to the name and number of cartridge manufacturers. Enlarged drawings aid in the identification of replacement needles whose numbers are unknown. Free copies of the catalog are available from Clevite "Walco," 60 Franklin Street, East Orange, N. J.

Tiny Speaker Unveiled

A low-priced miniature speaker is being marketed by the Trade Manufacturing Company of Chicago which claims to be half the size of a pack of cigarettes. The "Mini-Speaker" is designed to be a complement for car and/or home radio and can be clipped onto, or screwed into ledge, shelf or wall. It comes equipped with a three-way control switch for single or dual operation, measures 2 1/4 inches and retails at \$7.95.

Jensen Stereo Cartridge

Jensen Industries of Forest Park, Ill., has introduced a new ceramic stereo cartridge that claims to have the highest channel separation rating in the field. The new Jensen Stereo 5 has a peak response of 25,000 cycles and retails at a low of 16 cycles. The new cartridge is offered in four needle combinations which begin, in the two stylus sapphire version, at \$10.95 and run to a \$22.95 two diamond unit. The company claims that the new cartridge is replaceable as a replacement for



90 per cent of all stereo cartridges.

Japanese Tape Recorder

Concertone, Division of American Electronic, Inc., will market 200 stereo tape recorders for the Tokyo Electro Acoustic Company of Japan in the near future. The four-head tape unit measures 16.38 x 14 x 6.2 inches and weighs in the neighborhood of 44 pounds. It is export priced at \$495.

AUDIO NEWS BRIEFS

Mathews-Stuart & Company has formed a new selling division which is to be known as the Division of Industrial Development and will specialize in design, promotion and sales. Heading the new division is William Arnold, who has already created a new tape recording package designed for the educational market... A new catalog has been issued by the Fort Orange Radio Distributing Company of Albany, containing product listings of over 140 manufacturers... Donald W. Burns has been named technical assistant to Arthur Hatch, vice-president and general manager of Commercial Products Division, St. Louis, Mo. ... Ed Claffey has been appointed merchandise manager of the Consumer Products Division of Glaser-Stearns.

The Ampex Corporation has named Edmond C. Maroder to its corporate finance staff. Maroder was previously affiliated with Consolidated Western Steel, a division

(Continued on page 112)

high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

TRADE

EDITOR

new, unique, exclusive... trade tips, news and previews, promotion and display ideas... sales helps... for component and record dealers. Send it! Write on your dealer letterhead to (Mrs.) Claire M. Edging, High Fidelity, Great Barrington, Mass.

Phono Sales Dip in Jan.

WASHINGTON — Production figures for radios, television sets and phonographs showed a slight drop below December, 1959, statistics according to Electronic Industries Association tabulations released here this week.

The lowered totals of units sold at the factory, reflects a seasonal post-Christmas dip, and do not necessarily indicate a slump in purchases of equipment.

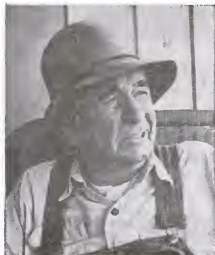
Total radio unit sales at the factory for January, 1960, stood at 1,355,788, compared to 1,553,308 total for December of 1959. TV set figures at factory were 593,170 for December of 1959 and \$26,494 for the month of January this year. Monaural phono factory sales were 154,574 and 116,400 for 1959 and 1960 respectively. Stereo figures stand at 407,744 for the last month of last year and 341,329 for January of 1960.

on 20. FOX

ALL YOU HEAR IS BEAUTY

NEW HIT SINGLES

ON "THE NATION'S BEST SELLING RECORDS!"



WALTER BRENNAN

debuts on Dot Records with
BILLY VAUGHN & His Orchestra

"DUTCHMAN'S GOLD" #16066
"BACK TO THE FARM"

DODIE STEVENS

does it again!

"AMIGOS GUITAR" #16067
"CANDY STORE BLUES"



Dot RECORDS BEST SELLERS

REGULAR AND STEREO

ALBUMS

DLP-3276 THEME FROM A SUMMER PLACE—Billy Vaughn
DLP-3262 LOUIS PRIMA—HIS GREATEST HITS
DLP-3261 PAT'S GREAT HITS, VOL. II
DLP-3260 BILLY VAUGHN PLAYS STEPHEN FOSTER
DLP-3251 SONGS OF THE ISLANDS—Lawrence Welk
DLP-3250 BEST-LOVED CATHOLIC HYMNS—Lennon Sisters
DLP-3241 BE MY LOVE—Keely Smith
DLP-3224 DANCE WITH LAWRENCE WELK
DLP-3212 DODIE STEVENS
DLP-3210 LOUIS AND KEELY
DLP-3205 GOLDEN SAXOPHONES—Billy Vaughn & His Orch.
DLP-3200 VOICES AND STRINGS OF LAWRENCE WELK

DLP-3199 SIDE BY SIDE—Pat & Shirley Boone
DLP-3198 OLD FASHIONED LOVE—Johnny Maddox
DLP-3191 'DEBBIE—Debbie Reynolds
DLP-3170 PETITE FLEUR—Bob Crosby & His Bobcats
DLP-3165 BLUE HAWAII—Billy Vaughn & His Orch.
DLP-3164 MR. MUSIC MAKER—Lawrence Welk
DLP-3157 MILLS BROTHERS GREAT HITS
DLP-3156 BILLY VAUGHN PLAYS
DLP-3155 WHEN YOU'RE SMILING—Eddie Peabody
DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS
DLP-3098 GALE'S GREAT HITS—Gale Storm
DLP-9500 FIVE PENNIES—Danny Kaye & Louis Armstrong from the
Paramount Pictures Sound Track

SINGLES

15985 AM I THAT EASY TO FORGET—Debbie Reynolds
16048 (WELCOME) NEW LOVERS—Pat Boone
16060 WHEN MY BABY SMILES AT ME—Louis Prima and Keely Smith
16063 SUMMER SET HOUR OF PARTING—Lawrence Welk
16059 DARLING, IT'S WONDERFUL THEME FROM A SUMMER PLACE—Fontane Sisters
16040 BAD BOY—Robin Luke
16054 P.S. I LOVE YOU—Hilltoppers
16055 OL' MAN MOSE ON THE CORNER—Connie Haines
16057 ON TREASURE ISLAND I NEED YOU SO—Gale Storm
16056 LOVE ME WHISPER YOUR LOVE—The Phantoms
16058 ALL THE WAY—Mort Lindsey
16061 ROSEMARY—Kiram Charney
16045 ONE MINT JULEP DRIFTWOOD ON THE RIVER—Mac Wiseman
16047 WAS THERE ONCE YOU WON'T BE SATISFIED—Mike Minor
16049 I MISS YOU SO—Mills Brothers
FF-1704 YOUNG MAGGIE—The Strangers
Titan



THE NATION'S BEST SELLING RECORDS

*Lightning
Strikes*

Again!!!



TONI ("Big Hurt") FISHER

Comes thru with . . .

The pick of the new releases: MARCH 7, 1960
**SPOTLIGHT WINNERS
OF THE WEEK**

TONI FISHER



HOW DEEP IS THE OCEAN (Berlin, ASCAP)—**BLUE, BLUE, BLUE** (Music Productions, ASCAP)—Miss Fisher, who is still on the charts with "The Big Hurt," could have hit follow-ups with either of her latest entries. She applies a sultry belt to "How Deep Is the Ocean," she delivers a pretty evergreen, "Blue," a bluesy ballad, it also delivered to strong effect. **Signal 276**

The Cash Box Pick of the Week

"HOW DEEP IS THE OCEAN" (2:30) [Irving Berlin ASCAP—Berlin]
"BLUE, BLUE, BLUE" (2:35) [Music Prod. ASCAP—Shanklin, DeLory]
● Stylist follows her "Big Hurt" smash with a similar distinctive arrangement of the Irving Berlin classic, "How Deep Is The Ocean." In this corner, it stacks up as a chart repeat by Miss Fisher. Flip is Beau crew, strong ark support by the studio.

*Irving Berlin's
Classic*

"HOW DEEP IS THE OCEAN" b/w "BLUE, BLUE, BLUE" #276

WATCH FOR
MISS TRUDY TODD'S
"BANDIDO"
Sig. #3-277

Miss Fisher's New Album

"THE BIG HURT" Sig. WP 509

**JUST RELEASED
AND SWINGING!**

SIGNET RECORDS, INC.

Released through . . .

ALLIED RECORD DISTRIBUTING COMPANY
1041 No. Las Palmas Ave. Hollywood 28, Calif.

HO 9-5811

METRO PERSONAL MANAGEMENT, INC. - LORIN "SPEED" KOPP
1549 North Vine St. HO 4-8040 Hollywood 28, Calif.



GENERAL ARTIST CORPORATION
New York Chicago Beverly Hills
Cincinnati Dallas Miami Beach London
Nat'l Promotion, George Jay Assoc.
1606 N. Argyle Ave., Hollywood 28, Calif.

DISTRIBUTOR NEWS

By HOWARD COOK

DENVER: Sandra Rowell of the Davis Sales Company writes that her current tops are "White Silver Sand" by Bill Black's Combo on Hi, "This Mistle Moment" by the Drifters on Atlantic, "Too Much Tequila" by the Champs on Challenge and "Caravan" by Santo and Johnny on Canadian-American. Top LP is "Theme From 'A Summer Place'" by Billy Vaughn on Dot.

PHILADELPHIA: Bozz Curtis of Mainline called to report heavy action on "My First Door" by Dee Carter on Abner, "Rockin' Charlie (Part I)" by Bobby Peterson on V-Tone, "Goodbye, Kansas City" by Wilbert Harrison on Fury and "Love of My Life" by Bobby D'Fano on Star Satellite.

Matt Singer of David Rosen, Inc., informs us that several discs are showing well for him. These include "Apple Green" by June Valli, "Cradle of Love" by Johnny Preston and "I Could Happen to You" by Dinah Washington on Mercury. Others are "Tree in the Meadow" by Joe Damiano on Chancellor, "Rosemary" by Bryan Hyland on Leader, "Greenfields" by Julius La Rosa on Kapp and "Oh, What a Night" by the Dells on Vee Jay. Singer also mentions that "Tremble" by George Hamilton IV, and "A Voice in the Wilderness" by Cliff Richard on ABC-Paramount are getting strong air play.

Bob Heller of Chips reports strong sales on "O Dio Mio" by Annette on Vista, "Tall Oak Tree" by Dorsey Burnett on Era and "Chattanooga Choo Choo" by Ernie Fields on Rendezvous. Newer discs that are showing action include "Not New, John" by Pearl Bailey and "These Things I Offer You" by the Playmates on Roulette, "Sieben Berge" by Jimmy Makulis on Arch, "My Lullaby" by the Ovatons on Andie, "When I'm Alone" by John Gary on Fraternity and "When You Were Sweet Sixteen" by Frank Brues on Gee.

Hottest albums are "Walt Disney Presents Mother Goose Nursery Rhymes" and "Walt Disney's Donald Duck and His Friends" on Disneyland, "Annette Sings Aka" and the sound track of "Toby Tyler" on Vista and "Dear Little Sweetheart" by Johnny Smith on Roulette.

DALLAS: Al Klein of Al Klein Enterprises writes that he's getting sales on "Love After Time" by Frankie Ford on Ace, "Mountain of Love" by Harold Dorman on Rite, "Bougie Woogie Rock" by Bill Junis on NRC, and "Water Boy" by Bob Crewe and "Beatsnik Fly" by Johnny and the Hurricanes on Warwick. Showing well are "Wake Me When It's Over" by Andy Williams and "You Don't Know Me" by Lennie Welch on Cadence. Huey Smith's Ace LP, "Having a Good Time," is selling well.

Klein recently started a new promotion agency for the Southwest and the firm will represent Ace, Cadence, NRC and United Telefilms and associated labels.

BALTIMORE: Ed (The Beard) Kallick sends word that sales are good on "Rocking Red Wines" by Sammy Masters on Vista, "Teddy" b/w "Mama" by Connie Francis, "Hello, Young Love" by Lovelace Watkins and "Angela Jones" by Johnny Ferguson (all on M-G-M). Others that are selling strongly include "How Much" by the Skyliners on Calico, "Walk With the Wind" by the Fidelities on Sir, "Master Lonely" by the Vids on JDS, "The Strutt That Stole My Heart" by Georgia Gibbs on Imperial, "Doh Po Pah Doh" by Jesse Hall on Nilit and "Where It Hurts the Heart" by Myrna Mair and "Beatsnik Fly" by Johnny and the Hurricanes on Warwick.

SAN FRANCISCO: Don Graham of C&D Distributing Company writes that he has five hot Warner Bros. placers. These are "Station Reason" by Connie Stevens, "Maid in France" by Gerard Calvi, "Scandinavian Shuffle" by the Swe-Danes, "Taniami" by Bill Haley and His Comets and "Will We Meet Again" by Bob Marley. He also reports action on "Beautiful Obsession" by Sir Chameley, Top Warner Bros. LPs are "Positively The Most" by Joanie Sommers, "Join Bing and Sing Along" by Bing Crosby, "The Most Beautiful Music of Hawaii" by George Greeley, "Photography, Great Love Themes" and "The Sound of Music" by the Trapp Family Singers. Newer LPs that are showing promise are "Swing Fever" by Buddy Cole and "Behind Brigitte Bardot."

The new monthly, "Sound By," featuring a Warner Bros. LP each month at a reduced rate, has proved a big success. "The Sound By" for this month is "Rhapsody in Blue" and "An American in Paris" by Ray Heindorf.

Stan Cumberbatch of New Sound writes that sales are high on "Do the Mashed Potatoes" by Pat Hendrick on Diale, "Summer-time" by Santo and Johnny on Canadian-American, "Chattanooga Choo Choo" by Ernie Fields on Rendezvous and "L.H. Hob" by the Nutty Squirrels on Hanover.

BRIEFs: Barbara Barnes of Son and Phillips International Records called to report action on "Lonely Weekend" by Charlie Phillips in New Orleans and Albany. Son is now using distributor, Hanson Publications in Miami. F&G and Gene Records have switched to Dale Enterprises in Boston. Dale also has Goldline and Mark-N-C. Pickwick has lined up Summit Distributors in Chicago. New Design, Compatible Fidelity, Crickets and Off Broadway Records, all. Carlton Records now has Arnold Records, Inc., in Chicago.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Monty Kelly's 'Summer Set' Gets the Spins

Monty Kelly, a.k.a. director for Carlton Records, is originally from Oakland, Calif., but he now calls New York City his home. Kelly has worked in many areas of the music business. He was at one time first trombonist and an arranger for Paul Whiteman. He has also written scores for many motion picture songs and was arranger for the "Bob Hope Show" on NBC radio and done numerous record albums.

In addition he has made many TV guest spots and in recent years has been "chief hit-makers" for the Carlton-Guaranteed labels.

Currently Kelly's version of the English hit song, "Summer Set," is moving up on the charts.



Welch Scores on First Cadence Disk

Nineteen-year-old Lenny Welch is from Ashbury Park, N. J. where he began his career just a few years ago.

In New York in 1958, Lenny Welch was brought to the attention of Shelly Kravitz, a lawyer, and George Baker, a disk jockey who were impressed enough with Welch's talents to sign him to a personal management contract.

After spending months of readying his night club act and taking lessons, Welch cut a demo LP and it was this LP that convinced Cadence presy, Archie Bleyer, to sign him to a long-term record contract.

The result is that Welch's debut disk, "You Don't Know Me," is bounding up on the "Hot 100."

YESTERDAY'S TOPS

The million top tunes on records as reported in The Billboard

- MARCH 19, 1955
1. Melody of Love
 2. Music, Music, Music
 3. Ballad of Dave Crockett
 4. Twisted Dee
 5. Ko Ko Mo
 6. Fanny Angel
 7. Hearts of Stone
 8. How Important Can It Be
 9. That All I Want from You
 10. Open Up Your Heart
- MARCH 18, 1950
1. Chattanooga Shoe Shine Boy
 2. Music, Music, Music
 3. Rag Man
 4. I Said My Pajamas
 5. There's No Tomorrow
 6. Cry of the Wild Card
 7. Dear Hearts and Gentle People
 8. If I Knew You Were Comin' I'd've Baked a Cake
 9. It's Not Fair
 10. Dearie (You're Much Older Than I)

VOX JOX

By JUNE RUNDY

SPRING FAVORITES: In the spring a deejay's programming fancy naturally turns to songs of the season. The first three features in this seasonal programming series (summer, fall and winter) appeared in previous Record Programming quarterlies. Since the current spring quarterly (see insert this issue) doesn't include the concluding segment, we are spotlighting the lid bera in Vox Jox. The tunes—a representative selection of music associated with the spring season—are listed alphabetically by title while currently available recordings of each song—singles or LP—are listed alphabetically by artist.

"APRIL"—Larry Elgart, RCA Victor (LP-New Sounds at the Roosevelt), "APRIL, FOOL"—Tony Perkins, Epic (LP-Tony Perkins), "APRIL, FOOL"—George Byrd, Atlantic (George Byrd Sings New and Rediscovered Jerome Kern Songs), "APRIL, GIVE ME ONE MORE DAY"—Sarah Vaughan, Mercury.

"APRIL IN PARIS"—Count Basie, Verve; Big Bay Band, Omega (LP-Swingin' High With Big Bay Band; Carmen Cavallaro, Decca (LP-Carmen Cavallaro Remembers Eddy Duchin); Nat King Cole, Capitol (LP-Piano Style of Nat Cole); Ray Conniff, Columbia (LP-Awful Nice); Vic Damone, Mercury (LP-Yours for a Song); Doris Day, Columbia (LP-Requested by You); Eddy Eckstine, M-G-M (LP-Smoke Gets in Your Eyes); Ella Fitzgerald, Verve (LP-Newport Jazz Festival); Erroll Garner, Columbia (LP-Erroll Garner: Ted Heath, London (LP-All Time Top Twelve); Jani James, M-G-M (LP-I've F-A-I-N-E); Sam Kenton, Capitol (LP-Portraits on Standards); Andre Kostelanetz, Capitol (LP-Lure of France); Michel Legrand, Columbia (EP-Michel Legrand Orch.); Renee Light, Grand Award (LP-Paris Spectacular); Glenn Miller, RCA Victor (LP-Glenn Miller Concert); Patti Page, Mercury (LP-Let's Get Away From It All); Andre Previn, Cosmopolitan (LP-Andre Previn Plays Vernon Duke); Art Shaw, RCA Victor (LP-Man and His Dream; Frank Sinatra, Capitol (LP-Come Fly With Me); Sarah Vaughan, Mercury (LP-Sarah Vaughan and Her Trio); Waring, Capitol (LP-Broadway Cavalcade); Paul Weston, Capitol (LP-Music for Romancing).

"APRIL IN PORTUGAL"—Louis Armstrong, Decca (LP-Satchm Sings); Les Baxter, Capitol (LP-Casafilly); Big Bay Band, Omega (LP-Big Bay Band's Latin Beats); Frank Chacksfield, London (LP-Mediterranean Moonlight); Vic Damone, Mercury; Esquivel, RCA Victor (LP-Four Corners of the World); Percy Faith, Columbia (LP-Percy Faith and His Orch.; Richard Hays, Mercury (LP-Time for Listening); Eartha Kitt, RCA Victor (LP-That Bad Family); Mantovani, London (LP-Continental Encores); Melachrino, RCA Victor (LP-Lisbon at Twilight); Fred Prado, RCA Victor (LP-Mambo Mania!); Thelma Houston, Kapp (LP-Fly High Fi and Wieldy Rhythm); Kapp (LP-Boone Songs of the Fabulous Fifties).

"APRIL LOVE"—Pat Boone, Dot (LP-Pat Boone Sings); Frank Chacksfield, London (LP-Great Film Songs); Ralph Flanagan, Imperial (LP-They're Playing Our Song); Mantovani, London (LP-Film Encores, Vol. 3); Morgan, Kapp (LP-All the Way); Roger Williams, Kapp (LP-11).

"APRIL, SHOWERS"—Charleston City All Stars, Grand Award (LP-Rolling 20's); Ed Crosby, Decca (LP-Songs I Wish I Had Sung); Eddy Duchin, Columbia (LP-Eddy Duchin Songs); Eddie Fisher, RCA Victor (LP-May It Be); The Impressions, Gordy (LP-You and Me); Jerry Gorme, ABC-Paramount (LP-Love Is a Season); Ted Heath, London (LP-Ted Heath Plays Al Johnson); Al Johnson, Epic (LP-Al Johnson); Guy Lombardo, Decca; Patti Page, Mercury (LP-11 Remember April).

"APRIL, SNOW"—Eileen Farrell, Decca (LP-Up in Central Park); Paul Weston, Columbia (LP-Columbia Album of Sigmund Romberg); "BREATH OF SPRING"—Frank Chacksfield, London; Thelma Houston, Kapp (LP-Love in the Afternoon); "FIRST DAY OF SPRING"—Leroy Anderson, Decca (LP-Leroy Anderson Pops Concert).

"EASTER PARADE"—Perry Como, RCA Victor; Bing Crosby, Decca; Billy Eckstine & Sarah Vaughan, Mercury (LP-Eckstine & Vaughan; Judy Garland & Fred Astaire, M-G-M (LP-M-G-M's 30th Anniversary Album); Al Johnson, Decca (LP-The Impressions); Andre Kostelanetz, Columbia (LP-Al Kostelanetz Concert Favorites); Guy Lombardo, Decca (LP-Sweetest Music This Side of Heaven); Fred Waring, Decca (LP-Far Listening Only).

"I GOT THE SPRING FEVER BLUES"—Kay Starr, Capitol (LP-I'm a Blue Moon); "APRIL, REMEMBER APRIL"—Joey Brubeck, Fantasy (LP-Dave Brubeck Trio; June Christy, Capitol (LP-with Pete Rugalo) This Is June Christy); Bing Crosby, Decca; Doris Day, Columbia (LP-Hooray for Hollywood); Four Freshmen, Capitol (LP-Voices in the Heart); Erroll Garner, Columbia (LP-By the Sea); Stan Getz, Verve (LP-Stan Meets Chet); Lionel Hampton, Decca (LP-Moonlighting); Gordon Jenkins, Decca (LP-4 the Still of the Night); Sam Kenton, Capitol (LP-Kenton Art); Andre Kostelanetz, Columbia (LP-Saturday); Julie London, Liberty (LP-July London, Calendar Girl); Carmen McRae, Decca (LP-Mary Special Request; Art Shaw, Decca; George Shearing, M-G-M (LP-An Evening With George Shearing); Paul Weston, Columbia (LP-Music for a Rainy Night).

"IT MIGHT AS WELL BE SPRING"—Julie Andrews, RCA Victor (LP-Julie Andrews Sings); Rosemary Clooney, Columbia (LP-Hollywood's Best; Doris Day, Columbia (LP-Hooray for Hollywood); Eddy Duchin, Columbia (LP-Eddy Duchin); Ella Fitzgerald, Decca (LP-Sweet & Hot); Erroll Garner, Columbia (LP-Other Voices); Dick Haymes, Decca; Andre Kostelanetz, Columbia (LP-Music of Richard Rodgers); Gordon Jenkins, Columbia (LP-Songs of Love); Mary Martin, RCA Victor (LP-Mary Martin Sings, Richard

(Continued on page 24)

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MUSIC AS WRITTEN

• Continued from page 23

Q Who helps you to spot most of Tomorrow's top 100 records in advance?



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program and order from the records featured in Billboard ads each week.

title is taken from one of the tunes in package written by Saul Sticks, Red Robinson and Major Short, better known as Something Smith and the Redheads. . . . The suburban Rainbow Club this week switches to a name jazz policy, with bookings on a Thursday-Sunday basis. . . . Folk singer Will Mercer, now handling promotion for the Sherraton-operated French Lick Hotel, French Lick, Ind., in town last week to shoot a video audition tape for a possible 15-minute show to precede the Cincinnati Reds baseball telecast over WLW-T the coming season. Fifty-three games will be cohosted by WLW-T during the 1960 season.

Clayton Moore, of the WLW staff here, is in charge of the free Jazz Workshop concert to be presented on the University of Cincinnati campus April 4 by the Local 1, AFM, here in co-operation with UC officials. Talent will be drawn from local ranks of pop, jazz and classical musicians. Last year's event pulled a full house. . . . WLW singer Marian Spellman filled in for Arthur Lee Simpkins at Beverly Hills, Southgate, Ky., last week when the latter was called to Los Angeles by the sudden death of his sister. A single guest shot by Simpkins on the Rush Lyons "50-50 Club" on Cronley Broadcasting's four-city TV network, netted some 400 sales of the Simpkins album on the Mirada label, titled "The Magnificent Voice of Arthur Lee Simpkins." Last year, a guest shot on the same seg. chalked up more than 1,000 sales. . . . The Klayman, head A. & L. Record Distributing here, reports his highest action these days on "Goodbye, Kansas City," by Wilbur Harris on the Fury label, Jimmy Reed's waxing of "Baby, What Do You Want Me to Do?" on Vee-Jay, and Dee Clark's "At My Front Door" on Abner.

Allen Walk, Verve Records promotion man, hopped into Cincinnati from Cleveland and Detroit early last week and planned to head southward Wednesday (9) but was thwarted by the record-breaking snows which hit the Kentucky section. Walk is currently working on "Darling, Darling," by the Fraternity Brothers, and expresses excitement over the new Verve single by the Four Holidays, "Love Ya, Baby," and the "Sound of Music" LP by Paul Smith. Bill Sachs

Chicago

Newest tipoff to what Van Cliburn may be recording next: For a mid-April appearance with the Chicago Symphony and Fritz Reiner (who, like Cliburn, are on RCA Victor) he has canceled a scheduled performance of the Beethoven "Emperor" Concerto and substituted the Schumann Concerto. Also he'll play the Brahms Second Piano Concerto. . . . Erroll Garner gives a concert at Civic Opera House Saturday (19). Impresario, it Harry Zeller, city's classical concert tycoon. . . . Lotsa stars born lately. Proud papas are Shepard Stern of M. M. Cole, Vic Faried, deejay contact man for M.S. Distributors, and Joe Cohen of M.S. Distributors, Newark. . . . John Coleman, stockroom manager of Mera branch, promoted to salesman. . . . WAIT, new Mutual affil here, tosses a big bash tomorrow (15) for Robert F. Hurlough, net presy. . . . Mercury's Johnny Preston off like a running bear for a 10-day tour of Australia. . . . Tony Bennett given a gold-plated microphone by Shure Bros. for his "contribution to the world of entertainment." . . . Deejay Bill Fields left WAIT for WTAC, Flint, for a moonlight show called "Leader of the Night People." . . . Orestes of the Jammed this week for Sir Thomas Beecham's guest stint with Chi Symph. . . . Al Hindle, vet manager of RCA recording studio, transferred to Hollywood. Bill Reilly replaces him. Bernie Asbell.

Nashville

RCA Victor a.&r. man Chet Atkins and his assistant, Jack Clement, attended a.&r. meetings at the Hampshire House, New York, last week. Guitarist Chet, whose album, "Tennessee," is one of the 40 top-selling LP's in the country, appears with RCA Victor's Dave Gardner Thursday night (17) at Ryman Auditorium here. Concert is being booked by Harris Martin Productions. . . . Local RCA Victor studio is being besieged by Elvis Presley fans asking questions pertaining to Presley's plans. Local rumor is that Elvis may not record in Nashville at all, but on the West Coast.

Jim Reeves' RCA Victor etching of "He'll Have to Go" is reported already well past the million mark in sales. He begins work on a new album within a few days. . . . RCA Victor execs are happy with the reception being accorded Porter Wagoner's latest release, "The Legend of the Big Siepe." . . . Bonnie Brown, younger sister of Jim Edward and Maxine (The Browns), eloped February 11 with Little Rock interne, Dr. Gene Dale Ring. . . . Organist Jimmie Richardson was in town last week pushing his EP on the Marcile label among local country and pop jocks. . . . Decca's Bobby Helms and M-G-M's Marvin Rainwater were also in town last week. They had been on tour together. . . . Billy Grammer cut his first session for Everset at Bradley Studio Sunday (13).

Jim Denny Artists Bureau has Little Jimmy Dickens opening at the Flame in Minneapolis March 16 for four days. . . . Dury & Associates presy, Bill Graham, has returned from the West Coast, where he directed filming of Rocky Marciano commercials for Fredrich Cigar account. . . . Decca's Owen Bradley was in New York last week on label business. . . . M-G-M's Jim Newell in town last week to direct a Mark ("Teen Angel") Dining session at the Bradley Studio. . . . The Everly Brothers began recording of their first album for Warner Bros. at RCA Victor here Tuesday night (8). . . . Monument's Fred Foster was a recent visitor here. . . . Top Records, of Lubbock, Tex., brought in artist Vance Zinn for session at RCA Victor Studio Monday (7). . . . RCA Victor Customs' Eddie Jackson and hubby Tommy toured RCA's pressing plants in Indianapolis Monday and Tuesday of last week. Pat Twitty

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SCHUMANN: *Piano Concerto in A Minor, Op. 54—Introduction and Allegro, Op. 92—Navelette, Op. 21, No. 1—Toccata, Op. 7*—Svyatoslav Richter, piano; National Philharmonic Symphony Orchestra of Warsaw; Witold Rowicki and Stanislaw Wislocki, conductors LPM 18597, SLPM 138077*

MOZART: *Piano Concerto in D Minor, K. 466*

PROKOFIEFF: *Piano Concerto No. 5 in G Major, Op. 55*—Svyatoslav Richter, piano; National Philharmonic Symphony Orchestra of Warsaw; Stanislaw Wislocki and Witold Rowicki, conductors LPM 18599, SLPM 138075*

BERLIOZ: *La Damnation de Faust (Complete)*—Consuelo Rubio, mezzo-soprano; Richard Verreau, tenor; Michel Roux, baritone; Pierre Mollet, bass; Choeur Elizabeth Brasseur; Lamoureux Orchestra of Paris; Igor Markevitch, conductor LPM 18599/600, SLPM 138099/100*

DVORAK: *Requiem, Op. 89 (Complete)*—Maria Stader, soprano; Sieglinde Wagner, alto; Ernst Haefliger, tenor; Kim Borg, bass; Czech Choir; Philharmonic Orchestra of Prague; Karel Ancerl, conductor LPM 18547/48, SLPM 138026/27*

HAYDN: *Missa Sanctae Coeciliae*—Maria Stader, soprano; Marga Hoefgen, alto; Richard Holm, tenor; Josef Greindl, bass; Choir and Symphony Orchestra of the Bavarian Radio; Eugen Jochum, conductor

HANDEL: *Organ Concerto in F Major*—Michael Schneider, organ; Symphony Orchestra of the Bavarian Radio; Eugen Jochum, conductor LPM 18545/46, SLPM 138028/29*

TCHAIKOVSKY: *Swan Lake Suite—Sleeping Beauty Suite—Polonaise from "Eugene Onegin"*—National Philharmonic Symphony Orchestra of Warsaw; Witold Rowicki, conductor LPM 19201, SLPM 136036*

LISZT: *Piano Concerto No. 1 in E Flat Major—Piano Concerto No. 2 in A Major—2nd Legend of St. Francis—Paganini Etude in E Flat Major*—Tamás Vassary, piano; Bamberg Symphony Orchestra; Felix Prohaska, conductor LPM 18589, SLPM 138055*

BRAHMS: *8 Hungarian Dances*

DVORAK: *5 Slavonic Dances*—Berlin Philharmonic Orchestra; Herbert von Karajan, conductor LPM 18610, SLPM 138080*

BARTOK: *Bluebeard's Castle (Opera in One Act)*—Dietrich Fischer-Dieskau, baritone; Hertha Toepfer, contralto; Berlin Radio Symphony Orchestra; Ferenc Fricsay, conductor LPM 18565, SLPM 138030*

* Stereophonic

FOR THE WEEK ENDING MARCH 18, 1960

The Billboard TOP LP'S

MONO ACTION ALBUMS — on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast Columbia KSJ 5400	13
2		2. FAITHFULLY Johnny Mathis Columbia CL 1422	9
3		3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LM 4074	16
4		4. HERE WE GO AGAIN Kingston Trio Capitol T 1258	19
5		5. HEAVENLY Johnny Mathis Columbia CL 1351	26
6		6. ITALIAN FAVORITES Comis Francis M-G-M M 3791	6
7		7. OUTSIDE SHELLEY BERMAN Nerve MGW 1507	16
8		8. GUNFIGHTER BALLADS AND TRAIL SONGS, 12 Marty Robbins Columbia CL 1548	16
9		9. THAT'S ALL Bobby Darin A&M LP 35-115	24
10		10. BELAFONTE AT CARNegie HALL Harry Belafonte RCA Victor LSC 4006	17
11		11. FABULOUS FABIAN Chel Artists RCA Victor PLP 2143	12
12		12. THIS IS DARIN Bobby Darin A&M LP 35-115	2
13		13. KINGSTON TRIO AT LARGE Capitol T 1199	39
14		14. OLDSIES BUT GOODIES Assorted Artists Original Sound S-001	26
15		15. LET'S ALL SING WITH THE CHIPMUNKS, 16 Liberty LRP 5132	16
16		16. TEENVILLE Chel Artists RCA Victor PLP 2143	4
17		17. MORE JOHNNY'S GREATEST HITS, 18 Johnny Mathis Columbia CL 1354	34
18		18. KINGSTON TRIO Capitol T 906	39
19		19. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1351	27
20		20. SANTO AND JOHNNY Canadian-American CA 1001	9

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		21. STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS Mario Lanza RCA Victor LM 1817	24
22		22. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGW 1509	7
23		23. SWINGIN' ON A RAINBOW Frankie Avalon Chancellor CHL 5004	12
24		24. BLUE HAWAII Billy Vaughn Dot DLP 5145	35
25		25. PORGY AND BESS Sound Track Columbia CL 5410	35
26		26. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1394	12
27		27. CONCERT IN RHYTHM, VOL. II Ray Conniff Columbia CL 1415	2
28		28. "TWANGS" THE "THANG" Donna Eddy Capitol W 920	8
29		29. NO ONE CARES Frank Sinatra Capitol W 1221	30
30		30. FOR THE FIRST TIME Maria Lanza RCA Victor LM 2138	19
31		31. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 5146	22
32		32. — GENIUS OF RAY CHARLES Atlantic LRP 5312	4
33		33. COME FLY WITH ME Frank Sinatra Capitol W 920	11
34		34. WOODY WOODBURY LOOKS AT LOVE AND LIFE Meridian MW 1	2
35		35. — BUDDY HOLLY STORY Buddy Holly Coral CRE 15729	15
36		36. — ENCORES OF GOLDEN HITS Platters Mercury MG 28473	1
37		37. FLORELO Ray Conniff Capitol WAD 1321	10
38		38. JAMAL AT THE PENTHOUSE Ahmad Jamal Argo LP 448	7
39		39. GYPSY Original Cast Columbia DL 5420	35
40		40. SONGS BY RICKY Ricky Nelson Imperial IMP 9082	25

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INDEE SHELLEY BERMAN Verve MGW 15003	47
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LSC 1032	103
3		3. MY FAIR LADY, Original Cast, Columbia OL 5090	206
4		4. FROM THE HUMPTY I, Kingston Trio, Capitol T 1107	57
5		5. GIGOL, Sound Track, M-G-M E 3641 ST	89
6		6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	98
7		7. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	88
8		8. PETER RABBIT, Henry Mancini, RCA Victor LPM 1956	56
9		9. THE MUSIC MAN, Original Cast, Capitol WAD 990	187
10		10. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	61
11		11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1049	54
12		12. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	48
13		13. HYMN, Tennessee Ernie Ford, Capitol T 756	140
14		14. SOUTH PACIFIC, Original Cast, Columbia OL 4180	302
15		15. ROBERTS: VICTORY AT SEA, VOL. II, RCA Symphonic Orch. (Beane), RCA Victor LM 2226	44
16		16. THE KING AND I, Sound Track, Capitol W 740	177
17		17. S. OKLAHOMA! Sound Track, Capitol SW 595	210
18		18. HAVE THAWNY GIGGLE, WILL TRAVEL, Dean Jagger, Janis LP 3000	54
19		19. FLOWER DRUM SONG, Original Cast, Columbia DL 5350	51
20		20. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	56
21		21. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	68
22		22. WARM, Johnny Mathis, Columbia CL 1078	62
23		23. GEMS FOREVER, Mantovani, London LL 3032	56
24		24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 428	61
25		25. ESTATE, VOL. I, Martin Denny, Liberty LSC 3034	43

STEREO ACTION ALBUMS — on the charts 19 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast Columbia KOS 3020	10
2		2. PERSUASIVE PERCUSSION Various Artists Command S 810	8
3		3. HERE WE GO AGAIN Kingston Trio Capitol ST 1258	19
4		4. BELAFONTE AT CARNegie HALL Harry Belafonte RCA Victor LSC 4006	17
5		5. FAITHFULLY Johnny Mathis Columbia CL 1351	6
6		6. PROVOCATIVE PERCUSSION Various Artists Command S 806	8
7		7. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 4688	18
8		8. LET'S DANCE AGAIN David Carroll Mercury KS 60152	10
9		9. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLEDO Morton Gould RCA Victor LSC 2345	18
10		10. STILL MORE SING ALONG WITH MITCH, 11 Mitch Miller Columbia CL 1351	27
11		11. 24. SAIL AWAY SILVER MOON Billy Vaughn Dot OLP 25100	9
12		12. FLORELO Original Cast Capitol SWAD 1321	10
13		13. QUIET VILLAGE Martin Denny Liberty LST 7123	18
14		14. CONNIF MEETS BUTTERFIELD Ray Conniff Columbia CS 4155	11
15		15. GUNFIGHTER BALLADS AND TRAIL SONGS, 5 Marty Robbins Columbia CS 4156	16

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		16. 17. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1001	11
17		17. 18. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 4056	6
18		18. 27. NEW ORLEANS Pete Fountain Coral CRE 157292	3
19		19. 11. RACHMANINOFF: Piano Concerto No. 3, 6 Van Cliburn RCA Victor LSC 2345	6
20		20. 26. CONCERT IN RHYTHM, VOL. I Ray Conniff Columbia CS 4022	18
21		21. 27. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 4043	8
22		22. 1. 'S AWFUL NICE Ray Conniff Columbia CS 4001	4
23		23. 26. WITH THESE HANDS Roger Williams Kapp KS 3010	17
24		24. 20. AMERICAN SHOWCASE Mentor London PVA 302	8
25		25. 22. TILL Roger Williams Kapp KN 1081	17
26		26. 25. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 4147	5
27		27. 26. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 4146	11
28		28. 23. LET'S ALL SING WITH THE CHIPMUNKS, 9 Liberty LST 7123	18
29		29. — FLOWER DRUM SONG Original Cast Columbia CS 4059	10
30		30. — THE EDDY DUCHIN STORY Sound Track Decca DL 74289	3

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSC 1032	103
2		2. MY FAIR LADY, Original Cast, Columbia OL 5015	205
3		3. HEAVENLY, Johnny Mathis, Columbia CS 8152	25
4		4. GEMS FOREVER, Mantovani, London PS 106	52
5		5. GIGOL, Sound Track, M-G-M SE 3461 ST	43
6		6. ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	23
7		7. STRAUS WALTZES, Mantovani, London PS 118	27
8		8. OKLAHOMA! Sound Track, Capitol SW 595	41
9		9. PETER GUN, Henry Mancini, RCA Victor LSC 1956	41
10		10. KING AND I, Sound Track, Capitol SW 740	31
11		11. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1049	43
12		12. FILM ENCORES, VOL. I, Mantovani, London PS 124	47
13		13. — FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	20
14		14. MUSIC MAN, Original Cast, Capitol WAD 990	39
15		15. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2332	38
16		16. GYPSY, Original Cast, Columbia CS 2017	22
17		17. ROBERTS: VICTORY AT SEA, VOL. II, RCA Symphonic Orch. (Beane), RCA Victor LSC 2226	41
18		18. NO ONE CARES, Frank Sinatra, Capitol SW 122X	28
19		19. KINGSTON TRIO AT LARGE Capitol ST 1199	37
20		20. — 'S MARVELOUS, Ray Conniff, Columbia CS 4037	21

BASED
ON SALES

IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists, RCA Victor LM 6074
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. THE LORD'S PRAYER... The Mormon Tabernacle Choir (Condie), Columbia ML 5386
4. RODGERS: VICTOR AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIAN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
6. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
7. GROF: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
8. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
9. OFFENBACH: GAITE PARISIENNE; KNAATCHATRIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LM 2267
10. SONG OF INDIA Boston Pops (Fiedler), RCA Victor LM 2320

STEREOPHONIC CLASSICAL ALBUMS

1. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
4. THE LORD'S PRAYER... Mormon Tabernacle Choir (Condie), Columbia MS 6058
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIAN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
6. GROF: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
7. BEETHOVEN: SYMPHONIES NOS. 4 & 5
The Columbia Symphony Orchestra (Walter), Columbia MS 6055
8. OFFENBACH: GAITE PARISIENNE; KNAATCHATRIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LSC 2267
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
10. HANDEL: THE MESSIAN... Soloists: The Mormon Tabernacle Choir (Condie); The Philadelphia Orchestra (Ormandy), Columbia MZS 607

BEST SELLING
CLASSICAL ALBUMS

BEST SELLING
LOW PRICE LP'S
(List price \$2.98 or less)

- STEREOPHONIC**
1. Soul of Spain, Vol. 1
101 Strings Stereo Fidelity SF 6600
 2. Soul of Spain, Vol. 2
101 Strings Stereo Fidelity SF 9900
 3. NERI Stripes Play the Blues
..... Stereo Fidelity SF 5100
 4. Backbeat Symphony
101 Strings Stereo Fidelity SF 1200
 5. Gyro
Jack Sterling Quintet Harmony HL 12016
 6. Silver Screen
101 Strings Stereo Fidelity SF 7000
 7. Opera Without Words
101 Strings Stereo Fidelity SF 5700
 8. Concerts Under the Stars
101 Strings Stereo Fidelity SF 6700
 9. Symphony for Glass
Hearshorn Philharmonic Ork Stereo Fidelity SF 5400
 10. Holiday in Mexico
101 Strings Stereo Fidelity SF 10700

- MONOPHONIC**
1. Soul of Spain
101 Strings Somerset P 6600
 2. Good Housekeeping's Plan for Reducing Off the Record
..... Harmony HL 7143
 3. Perry Como
..... Camden CAL 511
 4. You Do Something to Me
Mario Lanza RCA Camden CAL 511
 5. Huckleberry Hound
Dave Dudley and Don Messel Capitol CP 202
 6. 181 Strings Play the Blues
..... Somerset P 5400
 7. Backbeat Symphony
101 Strings Somerset P 1200
 8. Sound of Music
Norman Panik Quartet Harmony HL 7235
 9. Music From the Film Sound
Music From the Film Sound P 2800
 10. The World's Greatest Standards
101 Strings Somerset P 4300

BEST SELLING
POP EP'S

1. Gunfighter Ballads and Trail Songs
Marty Robbins Columbia EP 13491
2. Heavenly
Johnny Mathis Capitol EP 13511
3. Gunshot of Ray Charles
..... Atlantic EP 13511
4. Freddie Sing Along With Mitch
Mitch Mitchell Columbia EP 13591
5. Havana
Tennessee Ernie Ford Capitol EP 13754
6. Kung-Fu Trio at Large
..... Capitol EP 13599
7. Ricky Sings Again
Ricky Nelson Imperial EP 13599
8. Peter Gunn
Bobby Darin Imperial EP 13599
9. Peter Gunn
Heavenly Musical. RCA Victor EP 4333
10. The A's
Bobby Darin Alico EP 4334

Reviews of THIS WEEK'S LP'S

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that All albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

THE VILLAGE OF ST. BERNADETTE

Andy Williams, Cadence CLP 3038 — Williams turns to a lovely set of pop inspirational, hymns and religious themes for his latest listenable offering. The renditions are sincere and dedicated through. Highlighted by his recent hit single selection, the album title tune, other numbers include "You'll Never Walk Alone," "I Believe," and "His Got the Whole World in His Hands." Sound and cover are good.

GOLDEN HITS

Patit Page, Mercury MP 20495 — Many of the lark's past disk successes are included in this anthology of her golden hits. Her fans will find the package highly attractive. Included are "Tennessee Waltz," "Detour," and "Old Cape Cod." Sound and a displayable cover are sales assets.

I LOVED YOU IN SO MANY WAYS

Brook Benton, Mercury MP 20565 — Benton could have a big seller with his latest LP. Included are several of his past singles plus new material. The disk settings help the singer all the way. Jocks should find the album a fine programming item, and the singer's fans will also like it. Tunes include "Someone to Watch Over Me," "So Close," and the album title tune. Good cover.

HAPPY MOODS

Abdoul Jamal, Argo LP 662 — Jamal has another likely dual-market pop and jazz seller with this offering. The pianist's distinctive approach is heard to strong effect on such gems as "You'd Be So Easy to Love," "Time on My Hands," and "Paravava." The set is nicely balanced to include mood tunes and swingers. Good cover.

LEROY ANDERSON CONDUCTS HIS MUSIC

Decca DL 9554 (Stereo & Monaural) — Here is an outstanding album of Leroy Anderson's music, conducted by the composer himself. The tunes include such favorites as "The Syncopated Clock," "Fiddle Faddle," "Serenata," etc., and they are played with a life by the large orchestra. The recording is a delight and stereo fans will enjoy it much. An excellent degree programming set.

SING A HYMN WITH ME

Tennessee Ernie Ford, Capitol STAO 1332, (Stereo & Monaural) — Ford's previous religious albums have been highly successful, and this elaborately packaged album should be just as strong sales-wise. The set includes a booklet with the music and lyrics to the selections. The artist is sincere and devout in his renditions. Numbers include "Bringing in the Sheaves," "I Love to Tell the Story," and "Onward Christian Soldiers." Sound is excellent.

SATIN BRASS

George Shearing Quintet, Capitol ST 1336 (Stereo & Monaural) — The distinctive Shearing Quintet sound is lushly complemented by a brass choir in the group's latest set. It is effectively used on such fare as "Stairway to the Stars," "Just Plain Bill," "A Ship Without a Sail" and a few new tunes. Set should appeal in pop and jazz markets. Sound and attractive cover add to over-all appeal.

MUSIC OF SIGMUND ROMBERG

George Melachrino Ork. RCA Victor LSP 2106 (Stereo & Monaural) — The Melachrino strings are featured on a group of the famed composer's best-known selections. These include "Deep in My Heart," "Softly As a Morning Sunrise" and "Wanting You." It's a fine jockey programming item, and a good easy-listening set. It should follow the strong sales path of his previous releases. Effective in stereo.

Pop Low Price

ROCKING THE STANDARDS

Camden Rockers, Camden CAS 562 (Stereo & Monaural) — The triplet beat is applied to a variety of standards and the result, for the most part, is surprisingly successful. The arrangements avoid the downright funky and turn out to be acceptable and quite tasteful renditions of such old faves as "Who's Sorry Now," "Among My Souvenirs," "Near You" and "Bei Mir Bist Du Schoen."

Pop Disk Jockey Programming

YAKETY SAX

Boots Randolph, RCA Victor LSP 2165 (Stereo & Monaural) — A brace of recent pop hits, evergreens and hits of yesterday are given fine instrumental treatments by Randolph. Some numbers are entirely instrumental; other use a wordless chorus. The styles and approaches are nicely varied. Set can appeal to both buyers and jocks. Tunes include "Teach Me Tonight," "Sleep Walk" and "After You've Gone." An ideal jockey programming set.

Jazz

PIANO RAGTIME WITH THE PHENOMENAL DUKES OF DIXIELAND (Volume II)

Arlo-Ford AFSD 9298 (Stereo & Monaural) — Another potent sales package by the Dukes. The boys are their usual exuberant selves on a bouncy collection of nostalgic piano ragtime tunes. Items include "Twelfth Street Rag," "Bugle Call Rag," "Tiger Rag," etc. Fine sound.

(Continued on page 30)

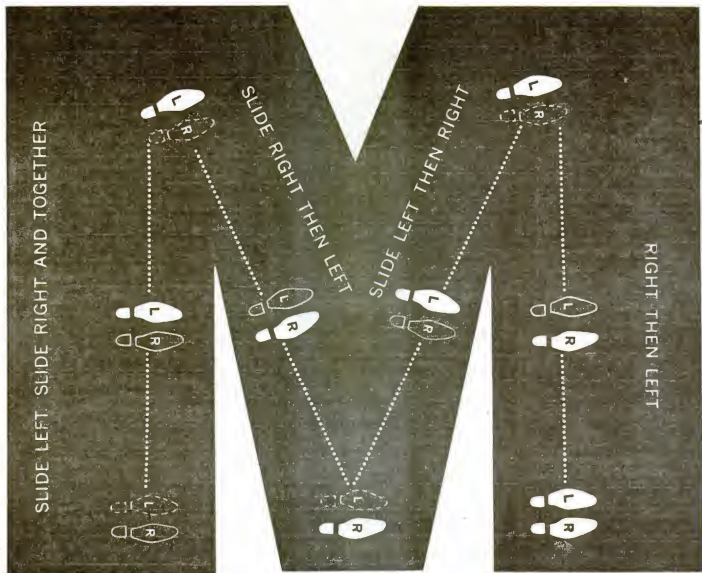
IT'S 'MADISON TIME' ON COLUMBIA!

Wildfire couldn't spread faster than "THE MADISON"—the contagious new 1960 dance craze that's breaking out coast-to-coast as the biggest epidemic since the hula hoop.

Columbia's out front with the "must" version of this hip square-dance (teen-age style) that's definitely not for squares. The Ray Bryant ("Little Susie") Combo provides dancers with the driving "Madison Time" beat—Parts I & II—and there's a swingin' ad-lib assortment of crazy "Madison Time" calls. Step-by-step illustrations for "The Basic Madison," plus such interpolations as "The Wilt Chamberlin Hook," "The Jackie Gleason," and "The Rifleman," are all printed on the sleeve.

This is the **REALLY BIG** dance record of the year! (4-41628)

Publisher: Cromwell Music, Inc.



**THE BIG M—'THE MADISON TIME' RAY BRYANT
ON COLUMBIA  #1 IN CONSUMER SALES**

The pick of the new releases

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 27

Jazz

GERRY MULLIGAN MEETS BEN WEBSTER

Verve MGVS 6104 (Stereo & Monaural)—The great baritone sax artist and the great tenor sax man team forces for a six-track set that gets better with each new band, ending with a fine outing on "Sunday," the oldest. Set is especially effective in stereo. Both the artists blow up a storm, and buffs should look to the set. Accompanying are Jimmy Rowles, piano; Mel Lewis, drums, and Leroy Vinnegar on bass.

PETE FOUNTAIN DAY

Coral CRL 57313—Recorded at the Municipal Auditorium during "Pete Fountain Day" in New Orleans last October 29, this handsomely packaged double-fold (with bound photo-text) album spotlights exuberant, tasteful Dixieland performances by the ace clarinetist and a group of solid sidemen, including Jack Sperring and Don Bagley. Results are relaxed, listenable and solidly commercial. The ex-Wells star has a strong personal following among pop and jazz fans.

A GASSER

Annie Ross-Zoot Sims, World Pacific S 1285—Annie Ross of the Lambert-Henricks-Ross trio is featured alone in this swingin' set. A quintet with Zoot Sims featured provides fine background. The chick wails to strong effect on such fare as "I Didn't Know About You," "You're Nearer" and "Lucky Day." Her fans will find it a gasser, indeed.

Classical

BARTOK: MUSIC FOR STRINGS, PERCUSSION & CELESTA; HUNGARIAN SKETCHES

Chicago Symphony (Reiner) RCA Victor LM 237—Reiner has been associated personally with Bartok and his music since 1905, but this is his first recording of these works. His incisive readings are certain to rank high despite heavy competition on the "Music for Strings," "Percussion and Celesta." The "Hungarian Sketches" have a folk-like charm that contrast with the tense, febrile quality of the other works. The Chicago Symphony is in fine form.

BEETHOVEN: KREUTZER & SPRING SONATAS NOS. 9 AND 5

Rubinstein, Stryern, RCA Victor LM 2377—This is the first time Artur Schnabel and Henry Stryern have collaborated on wax, and it's also the first time Rubinstein has recorded the "Kreutzer" Sonata. This, the album has added sales appeal, in addition to the usual commercial pull of the artists and works. Excellent performances and sound.

SAINT SAENS: SYMPHONY NO. 3

Boston Symphony (Munch), RCA Victor LM 2341—Here's another strong commercial package by the popular Boston Symphony and Charles Munch. Utilizing an unusual seating pattern, this LP spotlights expert performance and excellent sound techniques, highlighted by stand-out solo work by organist Berj Zamkochian and pianists Leo Litwin and Bernard Zighera.

CHAIKOVSKY: SYMPHONY NO. 4

Boston Symphony (Monteux), RCA Victor LM 2369—There are many versions, in stereo, of this memorable symphony, already on the market, including another by the same orchestra under Charles Munch. This reading is creditable enough, it boils down to a matter of conductor name value in selecting which versions to carry. Monteux, the venerable Frenchman, of course, does have a substantial following, which should be borne in mind.

(Continued on page 31)

VERY STRONG SALES POTENTIAL

POPULAR *****

***** LAVENDER BLUE MOODS
Sammy Turner, Big Top 1301—Turner, who has been making a name for himself via several hit singles, slowly wraps up a case of stardom in his debut album. Included are his past hit singles and other attractive tunes—"I Can Dream Can't I," "Honey," "These Are the Things I Love," etc. Set can appeal to teen and adult buyers.

***** FIVE GOT THE WORLD ON A STRING
Louis Armstrong, Verve MGVS 6101, (Stereo & Monaural)—Satchmo plays it soft and smooth on this listenable collection of standards, with lush, romantic backing by Roy Glass and his Orchestra. "When Your Lover Has Gone," "We'll Be Together Again," and "Do Nothing" Till You Hear From Me." From jockey wax.

***** AN EVENING AT GOLDEN
Maurice Green, Folk LN 3668—This disc should sell heavily to the crowd who have visited Golden's hit on Gotham's East Side of his summer place on Fire Island. It features Goldie Hawkins and Wayne Sanders in their well-known duet-time conditions of popular show tunes. They're in good form here. Ideal accompaniment for a party.

***** MY RUDDY
Buddy Green, Folk LN 3668—Backed by drums, cello and his own piano playing, Buddy Green does an exciting job of vocalizing in a session cut at Chicago's Le Bacio. Green has quite an individual approach to the standards, with swinging phrasing that shows fundamental musicianship. The result is highly listenable and fine for jockey programming. Good hands include "Just in Time," "The Lady Is a Tramp," and "Chest to Chest."

***** FIDELITY OF LOVE
Janice Harp, Capitol ST 1337, (Stereo & Monaural)—Consistently effective thinking by Miss Harp on a group of evergreens. Some of the tunes were formerly done as singles, she has a current release, "Cry Me a River" (included in this set), that is getting some attention. Other tunes include "All the Things You Are," "For All We Know," and "I Believe." Ork settings by Stan Applebaum are complementary. A dispiritable cover and good sound are assets.

***** TWILIGHT MEMORIES
Three Sons, RCA Victor LSP 3128, (Stereo & Monaural)—New recordings of the Three Sons' biggest hits, in stereo. Great for listening or dancing—save and savor. Included are "Twilight Time," "Don't Take Your Love From Me," "Moonlight and Roses," etc. A beautiful cover will prove an effective display piece for dealers.

***** HALLELUJAH!
Jim Tammara, RCA Victor LSP 3029, (Stereo & Monaural)—Two complete brass sections, sometimes playing as one and sometimes blowing against each other, do a dozen spirituals. The sounds are exciting and illustrate a jazz dimension well worth hearing some other. "Joshua," and "Jesus, My Sweet Christ," are typical of the material. Package is a credit to the label, to the arranger and the musicians.

POPULAR EP *****

***** HELL HAVE TO GO
Jim Reeves, (1-EP), RCA Victor EPA 3141—This RCA Nashville-based chumma delivers his current hit single, plus three

(Continued on page 31)

SING-ALONG

ROCK 'N' ROLL

26 MILLION RECORD SALES

STACGER LEE IN HEARTBROKE HOTEL, A LITTLE BARLON IN ROCK AROUND THE CLOCK IN YENUS IN ALL DROOP UP IN SHAKE, RATTLE AND ROLL IN MAKE UP LITTLE SUZIE IN ALL I HAVE TO DO IS DREAM IN SH-BOOM IN LITTLE STAR IN COME GO WITH ME IN LOVE'S LUSTQUIN IN SWEETLY SAY IN WHAT'S IN YOUR EYE EYE LOVE IN WU LITTLE SINGLES THIS IS HOW I BEY I WANT TO WALK YOUR WAY IN WEE-OP BABY IN WALKING IN IN LOVE SEAS IN HONEYCOMB IN EYES IS STRANGE

HIGH-FIDELITY

The all-time Rock 'n' Roll favorite tunes that sold more than 30 million records, gathered in one fabulous album—a magnet for every teen-ager. They sing right along with these 26 million-record sellers. 1/1000

CANTARE IN ITALIANO

ITALIAN

AD MATE	EX CUPPINO	CHIODIN
YOLARE	YORNA A SORRENTO	GITTATA A ROMANA
MAMA	TANZO BELLE ROSE	FONDOLU FANCIELLA
N DOLE MIO	SANTA LUCIA	LA SPAGNOLA

HIGH-FIDELITY

The greatest Italian songs that the whole world loves, assembled for the first time in a big prize package! Everybody will want to sing along with this happy-nostalgic collection with tremendous party and family appeal—lyrics right on the liner! 7/10013

These two sing-along albums—with their ENORMOUS market appeal—are included in

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April 18 issue

a touch of tabasco



This peppery package consists of Rosemary Clooney, Perez Prado's big band, and—as a free gift to your customers—a real-life bottle of Tabasco Sauce!

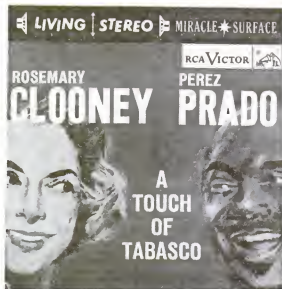
To make sure your sales sizzle, RCA Victor is promoting BIG—

- in full-color, full-page ads in Esquire, The New Yorker, Playboy, Holiday and The N.Y. Times Magazine...in 2-color, full-page ads in The New Yorker, Esquire, and Cosmopolitan...in 1/2-page black-and-white ads in The New Yorker and Playboy!
- with a striking 4-color counter merchandiser, to hold albums and bottles of Tabasco!
- with local newspaper ads!

Get 'em while they're hot! Order now. Living Stereo and monophonic....LSP/LPM-2133.

Another hit of the Golden 60's...on

RCA VICTOR



The pick of the new releases

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 29

Country & Western

PICK OF THE COUNTRY

Various Artists. RCA Victor LPM 2994—Twelve great country sides, as chosen by servicemen overseas, includes Eddy Arnold's "Bouquet of Roses," Porter Wagoner's "Satisfied Mind," Pee Wee King's "Slow Poke," the Davis Sisters' "I Forgot More Than You'll Ever Know" and others just as good by Don Gibson, Jim Reeves, the Browns, Hank Locklin, Hank Snow and the original Jimmie Rodgers.

SONGS OF THE HILLS

Jimmie Osborne, Jack Cardwell, Redd Stewart and Various other artists. Amigo-Lab AL 1515—A terrific buy for any collector or proponent of country music. Jimmie Osborne, Shorty Long, Clyde Moody, Jack Cardwell, Redd Stewart and many others are represented by fine performances. Many of the artists on the album have back to the great days of the country field. Tunes include "Money, Marbles and Chalk," "The Death of Hank Williams," "Shenandoah Valley," etc. Weepers, rhythm songs and sacred songs are featured.

Folk

FLAMENCO VARIATIONS ON THREE GUITARS

Sabicas. Decca DL 8957—Decca presents Sabicas' exciting flamenco guitar work in triplet, via expert multi-track engineering. All parts are created and improvised by Sabicas. Highly effective, expressive wax with solid sales appeal in its market. Compositions—all penned by Sabicas—include "Sister Malaguena," "Akazaba" and "Farruca de la Media Luna."

ENCORE ROBESON

Monitor MP 581—The legendary Robeson should do as well with this follow-up package as he did with the successful Volume 1 of this series. A must for collectors, it offers richly expressive readings of emotion-packed folk items—"Mount Zion," "On My Journey," "Dans Le Printemps," "O Mistress Mine," etc. Solid backing by pianist Alan Booth.

Religious

BLACKWOOD BROTHERS CONCERT

RCA Victor LSP 2137 (Stereo & Monaural)—This great group—from the high tenor down to the basso—reflects dedicated spirituality. The performances were done on location and include "I'm Thankful," "How Great Thou Art," "He's All I Need." An exciting group.

Spiritual

THE FAMOUS WARD SINGERS AT THE APOLLO THEATER

Harmon HM 8011—The spirit was really on the famous Ward Singers—and their audience at uptown Manhattan's Apollo Theater, the day this live disk was made. Side one fuses "Give Me That Old Time Religion" with a flock of others like "What a Friend We Have in Jesus" and "When I Get to Glory." There are five more great bands on side two. Thru it all the enthusiastic audience makes itself heard. An exciting production.

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when answering ads . . .

Say You Saw It In The Billboard

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

JAZZ

SIDNEY BECHET

Columbia CL 1410—This album, featuring the late Sidney Bechet, was recorded in concert at the Brussels World's Fair in the summer of 1958. It features Buck Clayton, Vic Dickenson, Arvell Shaw, Kansas Fields and George Wein. Bechet plays with usual exuberance, and the tunes are all suited to his style. They include "Indiana," "Society Blues," "St. Louis Blues," "Swanee River" and "When the Saints Go Marching In." Great cover shot of Bechet will help sell this set, too.

CLASSICAL TALENT

CHOPIN: CONCERTO NO. 1 IN E MINOR

Harczewicz, Piano; Vienna Symphony (Hollreiser). Epic BC 1960 (Stereo & Monaural)—Harczewicz displays technical dexterity and also warmth in his playing of the romantic concerto. He's fleet and meticulous with no sacrifice of interpretation. Hollreiser keeps the orchestra in a splendidly sub-dominant role. Set is worthy of attention and exposure.

CLASSICAL

FRENCH IMPRESSIONS

Hollywood Saxophone Quartet. Verve-MGVS 6111 (Stereo & Monaural)—A unique release that is charming and completely delightful, featuring works by French composers of the past 100 years played by a quartet made up of soprano, alto, tenor and baritone sax. The instrument's ability to play classics as well as jazz with delicacy and shading is proved by musicians at home with both types of music. Included are three bright works by Debussy, and compositions by Paul and Gabriel Pierre, Robert Clerisse and Eugene Bozza.

VERY STRONG SALES POTENTIAL

Continued from page 29

other key efforts. "Wishful Thinking" is a bright little upbeater, "Fiance Come Home" is a lovely ballad of heartbreak. The latter could qualify as a future single. The artist gives the familiar words feeling enough. This can sell a quantity of copies.

LOW-PRICED POPULAR ★★★★★

★★★★ GYPSY IN MY SOUL

Margaret Whiting. Hamilton MLP 164—Miss Whiting scores on her usually fine style with a group of tunes which breathe the feel of the open road, tunes like this song, "Sentimental Journey," "Any Place I Hang My Hat Is Home," etc. Arrangements are by some of Hollywood's top lads in this field—Comstock, King, Mundell, Martin, Paul and Raposo. It would be a good chunk of wax even at regular prices, but at the bargain rate it's even better.

★★★★ THE VOICE OF LOVE

Ken Nordine. Hamilton MLP 163—This should have strong appeal for sentimental housewives. Nordine recites the lyrics of such familiar standards as "My Fiancee Valen-tine," "All the Things You Are," "It'll Be Spring You," etc. Romantic wax featuring solid commercial performance by Nordine. Good display value in cover photo.

JAZZ ★★★★★

★★★★ THE MASTERSOUNDS PLAY

CONDUCTIONS BY HORACE SILVER. World Pacific W 1284—This The Mastersounds' record their distinctive approach to six tunes, culled by pianist Horace Silver. The selections are inventively styled, and the group's tone are sure to find hits on an intricate line. All the tracks are good, but "Goodies" alone is enough to sell the album.

★★★★ SWINGING BRASS

Oscar Peterson Trio. Verve MGVS 6119, (Stereo & Monaural)—Arranger-conductor Ron Gracia has showed the Peterson Trio again a big swinging band, and the results are highly effective. Peterson's classic, tasteful piano solo work provides the core in the "Swinging Brass." Em-phatically enjoyable. Tunes, mainly unfamiliar, include "Con Alma," "Cubana Chant," and "Close Your Eyes."

CLASSICAL ★★★★★

★★★★ BERLIOZ: SYMPHONIE FANTASTIQUE

Vladimir Philharmonie (Chostakov). RCA Victor LM 2361—Recorded in Vienna, this reading of the symphony with the wide variation of moods and the sometimes bizarre sound passages, is unexcelled by recent conductors. The sound of the maestro in this case would figure as the main

FOR IMPACT!!

IN RADIO AND TV PROGRAMMING



behind the door

#454

by
Vernon Green
and the
Medallions

LOS ANGELES!!
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"Fertile teen response," Willie Bryant, KAIL.
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• Reviews and Ratings of New Albums

• Continued from page 31

★★★★★ VERY STRONG SALES POTENTIAL

Quartet. *Starday HLP 112* — A typical gospel singing show is presented in this package which was recorded during Walter Fowler's 10th anniversary performance at Armon Auditorium in Nashville, last November 6. Performances are fervid, heartfelt and sincere. "I See Jesus," "God Made a Way," "Climb With Will," etc.

★★★★★ SACRED SINGS FROM THE HILLS

Stanley Brothers. (J-P-P) *Starday HLP 113* — The Stanley turn in their typical, back hill-type harmonies on this collection of deeply devoted affairs. The Clinch Mountain Boys add some of those fine hill type guitar and fiddle sounds. For devotees of the back woods sound, in a reverent framework, this is really it. Titles include "A Few More Seasons," "Where 'N'ever I Go," "In Heaven We'll Never Grow Old," and "Mother No Longer Awaits Me," the latter three all in the familiar three beat tempo.

★★★★★ GOOD SALES POTENTIAL

POPULAR ★★★★★

REMEMBER WHEN
Merrell Stansel Choir. *Epic LP 3644* — A collection of songs dating from the early days of the Civil War to the beginning of this century make a charming, lilting collection. There are melodies of songs about working girls and waits, as well as comedy, love, patriotic and religious songs plus compositions favoring both Confederate and Union sides of the war. Chorus and soloists apply the proper gusto. Excellent novelty programming.

BALROOM DATE
Benny Kern. *Columbia CL 1387* — A collection of songs by the master of the Swing and Sway. "Baby Face," "Blue Bird" and "Come Dance With Me," are typical material. Good for dancing, and packaged with that in mind.

JIMMY WICKS
Signature SM 1832 — The deep-voiced chanter utilizes styles of a group of standards. Tempos and types are nicely varied. Four or five songs have all the war. Pop jocks will be surprised at the artist's laid-back approach. Set could well with plugs. Titles include "Remember," "Our Love" and "You'll Never Know."

VIVA
Francis Ray Band. *Epic LP 3673* — The Belgian band leader provides exciting jazz-influenced big orchestra of some swing Latin American tunes, with a hard driving beat. Excellent jockey walk by hipsters. Selections include "Up-Go," "Anna," "Brazil" and "Andalucia."

THE STREET SINGER
Arthur Tracy. *Audiophile AFSD 959*, (Stereo & Monaural) — A lot of suitable aged songs should get a tremendous kick out of this release. Arthur Tracy, the "Street Singer" of radio's early days, composed many to beat first. He's back singing such songs as "Remember," "Viva," "Remember Love" and of course, "You'll Never Know." He is no longer so robust, he still is remembered by many. Sentiment can add this LP's sale, if displayed.

LOW PRICED POPULAR ★★★★★

JACK KANE SALLIES THE WOMEN OF SHOW BUSINESS
Hamilton HLP 105 — The talented Canadian singer/songwriter salutes a flock of the great ladies of show business with the tunes they are most proudly identified with. The instrumental groupings include "Good Ship Lollipop," "Giddy Bump," "My Heart Belongs to Daddy," "Mary Martin," etc. Also included are two originals by Kane — "Two Minutes Quiet" and "Take a Bow." The music does a fine job with interesting selections. Not for dancing particularly, but selections interesting.

BANJO MAGIC
Eddie Frenchie. *Hamilton HLP 107* — Eddie Frenchie, who has been demonstrating his banjo skill over many years, again displays his mastery on this brand new set. The tunes include "What'll I Do," "Vandetta," "Swing Up the Band" and "Joe Bucklehead." A sizable item.

REAL MARCH CHITS
Hamilton HLP 111 — Good march album,

with Hal March's own tune possibly accounting for its notched business. Light and string sound is applied to the likes of "Be Around," "Moonlight Becomes You," "Fiesta" and "Don't Blame Me." Arrangements are relatively simple, and the set not especially varied due to the dish soluble for background use.

AMERICAN WALTZES
Fred Astaire Dance Studio. *Columbia CAS 87* — Includes 12 songs, light and frothy collection of waltzes, well arranged for listening or dancing. Carrying on the Fred Astaire theme, the album contains a "do-it-yourself" instruction book for the waltz. This is a successor to an earlier part of album, having to do with the chat, and mazurka and mambo. A well-constructed package idea, nicely carried out. Price is an appealing factor, too.

BIG FOUR QUARTETTE
Hamilton HLP 115 — Here's a group of robust licks who know how to give out with a barbershop child and brand it in great style. The quartet has a good selection of tunes, too, including "Cozy," "I'll Be Home," "If I Had My Life to Live Again," and "All Dressed Up With a Broken Heart," among others. They use a prize winning group and have appeared on top-notch TV shows and should find a ready market for their harmonies.

GREAT MOVIE MUSIC
Elmer Bernstein. *Hamilton HLP 106* — Composer-arranger-musico Elmer Bernstein, well known for his "Man With the Golden Arm," background score, leads a big, big Hollywood type out on a selection of memorable scores. These include material from "Viva Zapata," "A Place in the Sun," "Remember County" and "The Vow From Pompey's Head," among other such themes. Highly listenable background set.

STEVE ALLEN PLAYS THE PIANO GREATS
Hamilton HLP 106 — Allen provides congenial piano impressions of 14 keyboard artists, including Eddy Duchin, Roger Williams, Jess Sisco, Eddie Heywood, Frankie Chase, etc. Backing is pleasantly unobtrusive. Selections include "Sunrise Serenade," and other standards. A nice album. Good nostalgic chest angles for jocks.

AN EVENING WITH JEROME KERN
Victrol Values. *Columbia CAS 569* (Stereo & Monaural) — Merely, softly muted choral treatments of some great old Kern tunes are spotlighted in this attractive low-priced package. Selections include "The Didn't Believe It," "I Dream Too," "I Won't Dance" and "Smokin' Gets in My Eye."

JAZZ ★★★★★

LATCHMO PLAYS KING OLIVER
Loke Armstrong. *Audiophile AFSD 958*, (Stereo & Monaural) — There are few revelations of Louis Armstrong that are better than this. The sound is excellently alive and the trumpet man is especially at home with this material. "A June Infatuation," "Love of My Jelly Roll," "Big Butter and Egg Man," and others associated with King Oliver. The sextet jacks beautifully and includes Armstrong's first limited sidestick "Tommy Young," plus Pecos Black, clarinet; Billy Kyle, piano; Mort Heibert, bass; and Don Burdette, drums. Armstrong fans and sound bugs should gobble this one up.

SONNY STITT SITS IN WITH THE OSCAR PETERSON TRIO
Verve MEV's 6188. (Stereo & Monaural) — The idea here and it's transmission to was with favorable results. The idea of Stitt's was to salute some of the ideas of the trio here and it's transmission to was with favorable results. The idea of Stitt's was to salute some of the ideas of the trio here and it's transmission to was with favorable results. The idea of Stitt's was to salute some of the ideas of the trio here and it's transmission to was with favorable results.

TONY THORNTONE
Time T 7068 — Tony Thornton is a Pittsburgh-born jazzman who has been featured recently with the Max Roach combo. Also on the album is Thornton's younger brother Stan, who plays tenor sax. Thornton handles his horn well and he has a style that is his own but in the current mode. Tunes include many originals penned by Thornton, such as "The Heart Is a Lonely Place," "Love's a Lie," and "Too Clean."

RED ALEN MEETS KID RHY
Verve MEV's 6076. (Stereo & Monaural) — Red ALEN and Kid RHY have been given on this interesting new album to the advantage of both. They handle their roles in their usual bright style, and the backing

all by good jazzmen is crackling. Tunes include "I Wish I Was in Paris," "The Blues," "Blues for Jimmy," "Electric Blue," "Blues for Jimmy," "Electric Blue," and "Ain't Misbehavin'."

GENE AMMONSON-SONNY STITT
Chess LP 3448 — Two horns get together and have a swinging time, would be a good capsule review of this album, featuring Gene Ammonson and Sonny Stitt on tenor. Many of the tunes are standards, but there are some originals, such as "Cha Blues," "Cha Blues," "Cha Blues," and "Don't Do Me Wrong." Good complicated jazz.

SIDE BY SIDE
Duke Ellington-Johnny Hodges. *Verve MEV's 6188.* (Stereo & Monaural) — Like its predecessor "Back to Back," this album contains small ensembles with featuring Duke Ellington and Johnny Hodges, performing to relaxed style. The jazz performed here will not make any great impression, but it certainly makes for happy listening. The times include "Just a Memory," "I'm a Fall in Love," "Rain," "Read On," and "You Need to Love." The sides were issued in 1958 and 1959.

SOUND OF MUSIC

STEREO & MONAURAL — The popular tunes from Rodgers' "Good Menagerie" have been Broadway offering are harder to receive ratings by the Smith quartet which, in addition to the piano, features Betty Everett on guitar; Ivy Carter, drums, and Mary Cobb on bass. The tunes are all versions of the score, but this listenable set can cope well.

PHIL NAPOLEON AND HIS MEMPHIS FIVE

Capitol ST 1344. (Stereo & Monaural) — Napoleon and his modern little Dixie sound are quite capable to give advantage in their first Capitol outing. The numbers turn familiar — "Limelight Blues," "South," "Midnight Blues," "Wolverine Blues," plus an unexpected "Serenade," and the small numbers of the music in the instrumental values yet manages a remarkably updated touch. A lot of good, clean, down to earth listening here.

(Continued on page 34)

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Stereo-Scored
Orchestra

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THE CHURCH IN THE WILDWOOD ■ I LOVE TO TELL THE STORY ■ BRIGHTEN THE CORNER WHERE YOU ARE
THE HOME OVER THERE ■ COUNT YOUR BLESSINGS ■ ALL HAIL THE POWER ■ BRINGING IN THE SHEAVES
THERE IS POWER IN THE BLOOD ■ WHAT A FRIEND ■ SHALL WE GATHER AT THE RIVER ■ JESUS LOVES ME

(S)TAO • 1332

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 6

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

This Week	Last Week	Title	Composer-Publisher	Weeks on Chart
1	1	THEME FROM A SUMMER PLACE	By Shaver—Published by Warner (ASCAP)	8
2	2	HELL HAVE TO GO	By J. Allison A. Allison—Published by Central Songs (BMI)	9
3	3	WILD ONE	By F. Tolson—Published by Love (ASCAP)	5
4	4	HANDY MAN	By Rickwell-Jones—Published by Sheldon Bros. (BMI)	9
5	3	TEEN ANGEL	By J.N.S. Stry—Published by Acad'Ray (BMI)	10
6	5	WHAT IN THE WORLD'S COME OVER YOU	By Jack Scott—Published by Peer Inc. & Star Film (BMI)	8
7	8	BEYOND THE SEA	By Tret-Lawrence—Published by Harris (ASCAP)	7
8	10	BABY	By Clyde Otis-Murray Stein—Published by Meridian Music (BMI)	5
9	7	RUNNING BEAR	By J. P. Richardson—Published by Big Boy Music (BMI)	13
10	9	LET IT BE ME	By M. Curtis-P. Deane-G. Bercel—Published by Leach (ASCAP)	8
11	21	PUPPY LOVE	By Paul Anka—Published by Sparks (BMI)	2
12	16	HARBOR LIGHTS	By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)	5
13	14	SWEET NOTHING'S	By Ronnie Self—Published by Champion (BMI)	4
14	13	FOREVER	By Buddy Kille—Published by Time (BMI)	5
15	12	WHERE OR WHEN	By Rodgers & Hart—Published by Chappell (ASCAP)	9
16	22	BEATNIK FLY	By K. & A. L. Mack—Published by Duxton (BMI)	2
17	17	MIDNIGHT SPECIAL	By Milton Scheraga—Published by Jojo-Milner (BMI)	4
18	17	LADY LUCK	By Price-Logan—Published by Pro-Gem (BMI)	4
19	20	DELAWARE	By Irving Gordon—Published by Gostino (ASCAP)	3
20	26	TRACY'S THEME	By Archer—Published by Decca (BMI)	4
21	—	O, DIO MIO	By Hoffman-Manning—Published by Topper (ASCAP)	1
22	15	EL PASO	By Marty Robbins—Published by Marty's Music (BMI)	16
23	23	DOWN BY THE STATION	By Bruce Belland-Glen Larson—Published by Lee-Bell (BMI)	9
24	24	PRETTY BLUE EYES	By Rudolph-Weinstein—Published by Almo (BMI)	14
25	—	(WELCOME) NEW LOVERS	By Charles Singleton—Published by Roundoff (BMI)	1
26	11	LOVELY BLUE BOY	By Weisman-Wyse—Published by May (ASCAP)	8
27	—	MAMA	By Burton-Brown—Published by Southern (ASCAP)	1
28	26	ROCKIN' LITTLE ANGEL	By Rogers—Published by Slatkay & Singma River (BMI)	5
29	27	TALL OAK TREE	By Dorsey Burnett—Published by Banfilo (BMI)	2
30	29	LITTLE BITTY GIRL	By C. "Bull" R. Tolson—Published by (ASCAP)	4

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RECORDINGS AVAILABLE

(See Selling Record Listed Bold Face)

1. **THEME FROM A SUMMER PLACE**—Peer Fash, Cat 41986
Lenny Holmes, M-G-M 12831; Don Rubin, Warner Bros. 5106; Hugo Waterhater, Via 7599.

2. **HELL HAVE TO GO**—Billy Brown, Cat 41186; Jim Lowe, Dot 16066; Jim Reeves, Via 7445.

3. **WILD ONE**—Bobby Rydell, Cameo 372.

4. **HANDY MAN**—Jimmy Jones, Cat 7045.

5. **TEEN ANGEL**—Mark Dinning, M-G-M 12845.

6. **WHAT IN THE WORLD'S COME OVER YOU**—Jack Scott, Top 3022.

7. **BEYOND THE SEA**—Robby Darin, Ales 4151; Tradé Marie, Dot 1053; Cyril Stapleton, London 1664; Roger Williams/G. Oscar, Oki, Kapp 115; Victor Young, Oki, Dot 70271.

8. **BABY**—Dinah Washington & Brook Benton, Mer 71054.

9. **RUNNING BEAR**—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44225.

10. **LET IT BE ME**—Suey Brothers, Cadence 1718.

11. **PUPPY LOVE**—Paul Anka, ABC-Paramount 16062; Jess Delfino, Capitol 7002; Kim Leary, Flip 321; Terry Nelson, Brunswick 31054.

12. **HARBOR LIGHTS**—Lavern Baker, Atlantic 1181; Jerry Byrd, Mer 7004; Bing Crosby, Dot 72119; Guy Lombardo, Dot 72120; Paul Robeson, Mer 71843; Les Ann Simms, Jubilee 5235; Doree Winters, Mer 30222.

13. **SWEET NOTHING'S**—Brooks Lee, Dot 30967.

14. **FOREVER**—Little Diapers, Unidisc 218; Martin Denny, Liberty 95739; George Rine, Came 364; Billy Walker, Oki 41248.

15. **WHERE OR WHEN**—Les August, Mer 70811; Bill & the Beltones, Lane 344; Lionel Hampton, Dot 72199; Dick Haymes, Dot 72711; Lenny Holmes Oki, M-G-M 12531; Guy Lombardo Oki, Dot 71942.

16. **BEATNIK FLY**—Johnny and the Montanas, Warwick 324.

17. **MIDNIGHT SPECIAL**—Paul Evans, Guaranteed 381; Gateway Singers, Dot 70971; Tim Gorman, Atlantic 145; Gordon Jonston, Weavers, Dot 32722.

18. **LADY LUCK**—Lloyd Price, ABC-Paramount 16075.

19. **DELAWARE**—Ferry Come, Via 7678.

20. **TRACY'S THEME**—Spencer Ross, Cat 41553.

21. **O, DIO MIO**—Annette, Vita 384.

22. **EL PASO**—Marty Robbins, Cat 41911.

23. **DOWN BY THE STATION**—Four Preps, Cap 4312; Rita & Robin, United 1.

24. **PRETTY BLUE EYES**—Steve Lawrence, ABC-Paramount 16068.

25. **(WELCOME) NEW LOVERS**—Paul Boone, Dot 16048.

26. **LOVELY BLUE BOY**—Conway Twitty, M-G-M 12827.

27. **MAMA**—Concha Fago, M-G-M 12478; Phil Boen, M-G-M 10591.

28. **ROCKIN' LITTLE ANGEL**—Nancy Sued, Judd 1616.

29. **TALL OAK TREE**—Orry Brown, Era 3012.

30. **LITTLE BITTY GIRL**—Robby Rydell, Cameo 771.

VOX JOX

Continued from page 21

Rodgers Phys; Johnny Mathis, Columbia (LP-Johnny Mathis); Jess Morgan, Kapp (LP-Jess Morgan); George Shearing, Capitol (LP-Shearing Piano); Sarah Vaughan, Atlantic (LP-Sarah Vaughan in Hi-Fi); Fred Warling, Decca (LP-Curtain Time); Margaret Whiting, Dot (LP-Margaret Whiting's Great Hits); George Williams, Kapp (LP-Day Dreams); Hugh Winterhalter, RCA Victor (LP-55th Anniversary Show).

"ONE MORNING IN MAY"—Frank Costello, Columbia (LP-Young Man's Fancy); Andre Kostelanetz, Columbia (LP-Stardust); George Shearing, Capitol (LP-Black Satin); Mel Tormé, Mayfair (LP-Proprietary to a Kiss).

"PARIS IN THE SPRING"—Camurata, Disneyland (LP-Spring); Michel Legrand, Columbia (LP-Love Paris); Enock Light, Grand Award (LP-Paris Spectacular).

"SPRING CAN REALLY HANG YOU UP THE MOST"—June Christy, Capitol (LP-Song Is June); Jackie & Roy, Storyville (Jackie & Roy); "SPRING IN MADRID"—Dorothy Collins, Coral (LP-Dorothy Collins Sings Steve Allen); Any Williams, Cadence (LP-Any Williams Sings Steve Allen); "SPRING IN MONTMARTRE"—Mantovani, London (Candlelight).

"SPRING IS HERE"—Polly Bergen, Columbia (LP-All Alone); Barbara Carroll, RCA Victor (LP-It's a Wonderful World); Chris Connor, Bethlehem (LP-Chris Connor Sings Lullabies of Broadway); Les Dancos, Columbia (LP-Towering Feeling); Sammy Davis Jr., Decca (LP-It's All Over But the Swingin'); Matt Dennis, RCA Victor (LP-Play Melancholy Baby); Ella Fitzgerald, Dot (LP-Rodgers and Hart Songbook); Four Freshmen, Capitol (LP-Love Lost); Hi-Lo's, Kapp (LP-Hi-Lo's and Jerry Fielding); Julie London, Liberty (LP-Julie Is Her Name); Patti Page, Mercury (LP-Yan Go to My Head); George Shearing, M-G-M (Shearing in Hi-Fi); Frank Sinatra, Capitol (LP-Frank Sinatra Sings for the Lonely); Jo Stafford, Capitol (LP-Broadway's Best); Kirby Stone Four, Columbia (LP-The "Go" Sound).

"SPRING WILL BE A LITTLE LATE THIS YEAR"—Ray Charles Singers, M-G-M (LP-Spring Is Here); Percy Faith, Decca (LP-Percy Faith Program); Four Lads, Columbia (LP-Four Lads Sing Frank Loesser); Eddie Green, ABC-Paramount (LP-Love Is a Season); Dick Haymes, Decca (LP-Little White Lies); Ahmed Abdul-Malek (LP-Court Enchanted); Les Brown and His Band, Richard Maltby, Columbia (LP-Swingin' Down the Lane); Jeri Southern, Roulette (LP-Coffee, Cigarettes & Memories); Sarah Vaughan, Columbia (LP-Sarah Vaughan in Hi-Fi).

"SUDDENLY IT'S SPRING"—Chris Connor, Atlantic (LP-It Loves Me, He Loves Me Not); Glenn Miller, RCA Victor (LP-Memorable Moments); "WHEN THE RED, RED ROBIN"—Eddie Green, ABC-Paramount (LP-Eddie Green Sings the Running 20's); Al Johnson, Decca (LP-Johnny Street, Pt. 3); Julie London, Liberty (LP-Julie Loves Gracely); "YOUNG MAN'S FANCY"—Margaret Whiting, Capitol (LP-Margaret Whiting Sings for the Stray Eye).

"YOUNGER THAN SPRINGTIME"—Les Baxter, Capitol (LP-South Pacific Selections); Les Brown, Capitol (LP-Dance to South Pacific); Ray Conniff, Columbia (LP-Broadway in Rhythm); Billy Eckstine, M-G-M (LP-Love Songs of Rodgers and Hammerstein); Percy Faith, Columbia (LP-South Pacific); George Feyer, RCA Victor (LP-Takes You to South Pacific and Oklahoma); Mario Lanza, RCA Victor (LP-Lanza On Broadway); Guy Lombardo, Decca (LP-Instrumentally Yours); Andre Previn, M-G-M (LP-Secret Songs for Young Lovers); Nelson Riddle, Capitol (LP-Hey, Let Yourself Go); William Tabbert, Columbia (LP-South Pacific Hits); Fred Warling, Decca (LP-South Pacific); Margaret Whiting, Capitol (LP-Julie and Ray Vaughan); Any Williams, Cadence (LP-Sings Rodgers and Hammerstein).

Reviews and Ratings of New Albums

Continued from page 32

GOOD SALES POTENTIAL

JAZZ ★★

COLEMAN HAWKINS AND CONNOR FLYNN

Very good 4118. (Hawkins & Connor)—The Hawks' conference on the Oscar Peterson Trio, trumpet Roy Eldridge and Webster on tenor sax, Herbie Horne on piano, is a solid, mature, displaying imagination and thoughtfulness and his playing is first class. Both the top tunes and the slower lines are well done (LP-Jazz for Young Lovers).

There are mostly Hawkins originals.

ED MCNAB AND CO.

4118. (McNab)—McNab has assembled a hard driving swing big band orchestra with a lot of new tunes, including "Green, Zou Zou, Sim, Swing, Ocho, Johnnie, etc. Marion Evans on piano, which is somewhat on "Mazurka." The CD is a good one.

LOW-PRICED JAZZ ★★

★ ★ ★ ★ ★
HAPPY QUINLAN JAZZ
4118. (Hawkins & Connor)—This is played by a group of experts in the Chicago-style Dixieland field. They include Duke Ellington, George Wettling, Bob Wilber, Ernie Carroll, Curtis Curren, and others. They handle the standard Dixieland repertoire with class, including "High Society," "There's a Party," "Mazurka," "Ramble," and, of course, "When the Saints Go Marching In."

★ ★ ★ ★ ★
BETHOVEN'S SYMPHONY NOS. 1 & 9
Solomon Ludwig Gewandhaus Chor. (Koch-Weser). Epic BSC 107. Stereo & Mono.

(Continued on page 111)

from Coast to Coast
 the **SOUND** is
 from
Rodgers & Hammerstein's
"THE SOUND OF MUSIC"

recordings from the score:

THE SOUND OF MUSIC

Pete King Choral—*Kapp*
 Rosemary June—*U.A.*
 Doris Day—*Col.*
 Patti Page—*Mercury*
 Mary Mazza—*Epic*
 Gordon MacRae—*Capitol*
 David Whitfield—*London*
 Ernest Maxin Orch.—*Rank*
 Felicia Sanders—*Time*
 Patrice Roselle—*Synthetic*
 Prom. Orch.—*Synthetic*

DO-RE-MI

Mitch Miller—*Col.*
 Anita Bryant—*Carlton*
 Pete King Choral—*Kapp*
 N.J. High School Band—*Design*
 Children's Ch. (J. Carroll)—*Golden*
 Top Hitters—*Keel*
 Peter Pan Players—*Synthetic*
 Patrice Roselle—*Synthetic*

MARIA

Johnny Desmond—*Col.*

CLIMB EV'RY

MOUNTAIN

Tony Bennett—*Col.*
 Pete King Choral—*Kapp*
 Ron Murphy—*MGM*
 Frank Simone—*Adonis*
 Harry Simeone Ch.—*20th Fox*
 David Whitfield—*London*

SIXTEEN GOING

ON SEVENTEEN

Leslie Uggams—*Col.*

MY FAVORITE THINGS

Leslie Uggams—*Col.*
 Pete King Choral—*Kapp*

AN ORDINARY COUPLE

Johnnie Ray—*Col.*
 Mike Preston—*London*

THE SOUND OF MUSIC . . . ALBUMS

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Original Cast
 Norman Paris Qt.
 Percy Faith
 Hi-Lo's (*Broadway Playbill*)

CAPITOL

Alfred Newman Orchestra

CROWN

Robert Kent

DECCA

Stratford Strings

DESIGN

Bill Heyer & June Johnston

IMPERIAL

Mannie Klein

KAPP

Pete King Choral

MERCURY

Richard Hayman

MGM

Benny Goodman

OMEGA TAPE

Al Goodman

RECORD CORP.

Broadway Singers & Orch.

RONDO

Gigi Durston

ROULETTE

Mitchell

SYNTHETIC PLASTICS

Patrice Roselle
 Ana Green-Rose
 Blocks-Bals Colen

VERVE

Paul Smith
 Oscar Peterson

WARNER BROS.

Trapp Family

WILLIAMSON MUSIC, INC.

New York 20, N. Y.

FOR WEEK
ENDING MARCH 20

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the 100 this week. Indicates that 45 r.p.m. stereo single version is available.	Indicates that 250 r.p.m. stereo single version is available.	TITLE	Artist, Company	Record No.	WEEKS ON CHART
1	1	1	1	★		THEME FROM A SUMMER PLACE . . .	Perry Farrell, Columbia 41886		10
2	2	3	4			WE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		12
3	4	10	11			WILD ONE	Bobby Rydell, Cameo 171		7
4	3	2	3			HANDY MAN	Jimmy Jones, Cap 9649		12
5	5	5	5			WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank 3828		10
6	8	9	12			BABY	Brook Benton and Diana Washington, Mercury 71861		8
7	6	4	2			TEEN ANGEL	Mark Dinning, M-G-M 12845		13
8	7	6	8			BEYOND THE SEA	Bobby Darin, Atco 4158		9
★	17	41	62			PUPPY LOVE	Paul Anka, ABC-Paramount 10062		4
10	12	15	21			HARBOR LIGHTS	The Platters, Mercury 71863		8
11	13	16	26			SWEET NOTHING'S	Brenda Lee, Decca 30967		13
12	11	13	17			FOREVER	Little Sisters, Liberty 210		8
13	9	8	7			LET IT BE ME	The Everly Brothers, Cadence 1376		10
14	10	7	6			RUNNING BEAR	Johnny Preston, Mercury 71874		22
15	16	19	20			LADY LUCK	Lloyd Price, ABC-Paramount 10075		7
16	19	27	36			BEATNIK FLY	Johnny and the Hurricanes, Warwick 530		5
17	15	11	10			WHERE OR WHEN	Dion and the Belmonts, Laurie 3044		12
18	21	18	19			MIDNIGHT SPECIAL	Paul Evans, Continental 205		8
★	29	61	68			O, DIO MIO	Audette, Vito 384		4
20	20	17	13			TRACY'S THEME	Spanners, RCA Columbia 41532		11
★	47	47	67			THIS MAGIC MOMENT	Dottiers, Atlantic 3850		4
22	27	28	27			LITTLE BITTY GIRL	Bobby Rydell, Cameo 171		7
23	26	22	22			ROCKIN' LITTLE ANGEL	Ray Smith, Jodel 1016		11
★	34	50	60			(WELCOME) NEW LOVERS	Pat Boone, Dot 1668		3
25	22	23	34			DELAWARE	Perry Como, RCA Victor 7670		6
26	18	14	14			DOWN BY THE STATION	Four Tops, Capitol 4212		12
27	14	12	9			LOVELY BLUE BOY	Conway Twitty, M-G-M 12807		12
28	30	40	48			OUTSIDE MY WINDOW	Flowerdew, Decca 15		5
★	46	62	63			MAMA	Comet Francis, M-G-M 12876		4
★	69	—	—			SINK THE BISMARK	Johnny Horton, Columbia 41568		2
31	23	34	35			TALL OAK TREE	Deray Barnett, Cap 9613		7
★	50	55	58			SIXTEEN REASONS	Condo Barrie, Warner Bros. 8137		6
33	33	71	98			ALVIN'S ORCHESTRA	David Seville and the Chipmunks, Liberty 8533		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the 100 this week. Indicates that 45 r.p.m. stereo single version is available.	Indicates that 250 r.p.m. stereo single version is available.	TITLE	Artist, Company	Record No.	WEEKS ON CHART
34	35	52	70			CHATTANOOGA SHOE SHINE BOY . . .	Freddy Cannon, Swan 4698		4
35	41	53	—			ABOUT THIS THING CALLED LOVE	Paulina, Chancellor 1847		3
36	39	39	39			AM I THAT EASY TO FORGET . . .	Debbie Reynolds, Dot 15965		9
37	25	25	29			COUNTRY BOY	Fats Domino, Imperial 8648		7
38	31	29	16			EL PASO	Marty Robbins, Columbia 41511		19
★	66	60	—			STRING ALONG	Paulina, Chancellor 1847		4
40	49	70	99			EL MATADOR	Elizabetta Tola, Capitol 4138		10
41	38	37	50			BABY, WHAT DO YOU WANT ME TO DO	Jimmy Dean, Vee Jay 313		5
★	70	—	—			WHITE SILVER SANDS	Bill Gray's Combo, Hit 3821		2
43	28	21	18			PRETTY BLUE EYES	Sue Lawrence, ABC-Paramount 10058		17
★	64	80	95			GREENFIELDS	Brothers Four, Columbia 41571		4
★	57	51	52			FANNIE MAE	Boyz n' the Bunch, Fm 1685		7
46	32	31	31			LUCKY DEVIL	Carl Douglas, Jr., Decca 30828		15
47	56	63	88			LAWDY MISS CLAWDY	Gary Miller, Carlton 535		4
48	37	30	32			TOO MUCH TEQUILA	Champs, Challenge 59663		9
49	36	24	25			BULLDOG	The Fireballs, Top Rank 3026		10
★	74	75	86			DON'T FENCE ME IN	Tommy Edwards, M-G-M 12871		4
51	55	72	91			ANYWAY THE WIND BLOWS	Doris Day, Columbia 41549		4
52	45	43	49			MONEY	Barrett Strong, Swan 1111		7
★	79	—	—			I LOVE THE WAY YOU LOVE . . .	Mary Johnson, United Artists 209		2
54	62	77	—			TEDDY	Boyz n' the Bunch, Fm 1678		3
55	24	20	15			YOU GOT WHAT IT TAKES	Mary Johnson, United Artists 185		20
56	58	54	42			WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence 1572		9
57	61	68	92			ANGELA JONES	Johnny Ferguson, M-G-M 12885		4
58	48	49	45			BAD BOY	Marty Wilde, Epic 9368		6
59	44	42	51			TOO POOPED TO POP	Chuck Berry, Chess 1747		5
★	71	84	—			STARBRIGHT	Johnny Mathis, Columbia 41563		3
61	63	89	—			THE SAME OLD ME	Gay Mitchell, Columbia 41576		3
62	42	36	43			CRAZY ARMS	Rob Beckham, Decca 31829		11
63	54	46	41			ETERNALLY	Barry Young, Mercury 71552		6
★	80	—	—			JUST ONE TIME	Dion Gissin, RCA Victor 7640		2
★	—	—	—			DON'T THROW AWAY ALL THOSE TEARDROPS	Famline Avision, Chancellor 1848		1
67	72	82	—			SUMMER SET	Marty Kelly, Carlton 537		3
67	75	85	—			CHATTANOOGA CHOO CHOO	Emile Zola, Randomness 117		3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the 100 this week. Indicates that 45 r.p.m. stereo single version is available.	Indicates that 250 r.p.m. stereo single version is available.	TITLE	Artist, Company	Record No.	WEEKS ON CHART
★	84	—	—			FOOTSTEPS	Sue Lawrence, ABC-Paramount 10065		2
68	53	38	40			CHINA DOLL	Anna Brothers, RCA Victor 7655		7
70	40	33	33			SHIMMY, SHIMMY, KO-KO BOP . . .	Little Anthony & the Imperials, End 1068		15
★	91	96	—			MOUNTAIN OF LOVE	Harold Combs, RCA 1063		3
72	76	65	93			SLEEPY LAGOON	Platters, Mercury 71563		4
73	67	64	81			JUST A LITTLE BIT	Rebecca Garden, Vee Jay 312		5
74	68	56	56			HARLEM NOCTURNE	Vicentini, Madison 123		12
75	89	—	—			APPLE GREEN	Jane Vail, Mercury 71588		2
★	—	—	—			AT MY FRONT DOOR	Doc Clark, Abner 1037		1
77	60	66	84			PARADISE	Sanny Turner, Big Top 3052		5
78	43	32	23			GO, JIMMY, GO	Jimmy Clanton, Ace 578		15
79	85	90	—			STEP BY STEP	The Crows, Cap 525		3
80	90	93	69			LET THE LITTLE GIRL DANCE	Billy Ward, End 1076		5
81	81	97	—			ROAD RUNNER	Bo Diddley, Checker 942		3
82	88	95	—			YOU DON'T KNOW ME	Leslie Welch, Cadence 1373		3
83	59	48	47			ON THE BEACH	Frank Chalkfield, London 1991		8
★	—	—	—			STRAIGHT "A's" IN LOVE	Johnny Cash, Sun 334		1
85	52	35	30			TIME AND THE RIVER	Nat King Cole, Capitol 4235		7
86	100	—	—			DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol 4242		2
87	65	67	83			CLEMENTINE	Jan and Dean, Decca 539		6
★	—	—	—			BIG IRON	Marty Robbins, Columbia 41589		1
★	—	—	—			CARAVAN	Santo & Johnny, Canadian-American 1111		1
90	95	—	—			SUDDENLY	Nick Donatelli, Gayden 2624		2
91	51	26	24			TENDER LOVE AND CARE	Jimmy Rodgers, Roulette 4210		10
92	94	—	—			WHATCHA GONNA DO	Nat King Cole, Capitol 4235		7
93	93	—	—			CLOSER WALK	Faye Fontaine, Coral 8184		3
94	78	76	64			LET IT ROCK	Chuck Berry, Chess 1747		7
95	99	—	—			JAMBALAYA (On the Bayou)	Bobby Comstock & the Counts, Atlantic 2651		2
96	—	—	—			THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700		1
97	—	—	—			RUBY	Adam Wade, Coral 536		1
98	—	—	—			DON'T DECEIVE ME	Ruth Brown, Atlantic 2651		1
99	—	—	—			LOWLY WEEKENDS	Charles Rice, Phillips 2651		1
100	—	—	—			TEENAGE SONATA	Sam Cooke, RCA Victor 7701		1

TOMORROW'S TOPS

BEST BUYS

These records, all of these on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys on having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

- *DON'T FENCE ME IN . . . Tommy Edwards
(Harma, ASCAP) M-G-M 12871
- *FOOTSTEPS . . . Steve Lawrence
(Aldon, BMI) ABC-Paramount 10085
- LET THE LITTLE GIRL DANCE . . . Billy Bland
(Glover, BMI) Old Town 1076
- MOUNTAIN OF LOVE . . . Harold Dorman
(Vaughn, BMI) Rita 1003

*AT MY FRONT DOOR . . . Dee Clark
(Conrad, BMI) Abner 1037

*DON'T THROW AWAY ALL THOSE TEARDROPS
 . . . Frankie Avalon
(Rambled, BMI) Chancellor 1048

*APPLE GREEN . . . Jane Valli
(Hollis, BMI) Mercury 71588

C&W—

PLEASE HELP ME, I'M FALLING . . . Hank Locklin
(Rosa Jungnickel, ASCAP) RCA Victor 7692

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength through the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Each position indicates relative potential to earn an early listing on the Hot 100.

1. TAMiami . . . Bill Haley & His Comets, Warner Bros.
2. GOODYE, KANSAS CITY . . . Wilbert Harrison, Fury
3. SOMEBODY . . . Della Reese, RCA Victor
4. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR! . . . Ray Peterson, RCA Victor
5. SCANDINAVIAN SHUFFLE . . . The Swansons, Warner Bros.
6. MR. LUCKY . . . Henry Mancini, RCA Victor
7. CINDY . . . Teddy Yam, Triple-X
8. IF I KNEW . . . The Crickets, V-Tone
9. WAKE ME UP WHEN IT'S OVER . . . Andy Williams, Cadence
10. IT COULD HAPPEN TO YOU . . . Dinah Washington, Mercury
11. CRABE OF LOVE . . . Johnny Preston, Mercury
12. GUN POW POW . . . Just Bill, Hi-Fi
13. I ONLY WANT YOU . . . The Paxtons, Audion
14. SHAZAM . . . Duane Eddy, Jamie
15. TWO THOUSAND, TWO HUNDRED, TWENTY-THREE MILES . . . Patti Page, Mercury

HOT 100: A TO Z

- About This Thing Called Love . . . 35
Ain't Nothin' But a Good Thing . . . 36
Ain't Nothin' But a Good Thing . . . 36
Amelia Jones' Wind . . . 37
Angie . . . 38
Apple Green . . . 39
At My Front Door . . . 40
Baby . . . 41
Baby, What Do You Want . . . 42
Me to Go . . . 43
Baby . . . 44
Baby . . . 45
Baby . . . 46
Baby . . . 47
Baby . . . 48
Baby . . . 49
Baby . . . 50
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Baby . . . 98
Baby . . . 99
Baby . . . 100

REVIEWS OF

THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that All singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent to P. O. Box 292, Times Square Station, New York 36, N. Y.

BOBBY DARIN



CLEMENTINE (Twed, ASCAP) — Darin swings thru another fine rendition of an oldie that should mean another elixir. He shows a fine performance, and the side should take off quickly. Flip is "Tall Story" (Manfield, ASCAP). Atco 6161

CONWAY TWITTY



WHAT AM I LIVING FOR? (Progressive-Rusb, BMI) — THE HURT IN THE HEART (Moogpark, ASCAP) — Twitty delivers the late Chuck Willis' "What Am I Living For?" with strong appeal. Flip, "The Hurt," is a strong blues that is also effectively wailed. Both should score. M-G-M 12886

JIMMIE RODGERS



JOSHUA FIT THE BATTLE OF JERICO (Planetary, ASCAP) — JUST A CLOSER WALK WITH THEE (Hill & Range, BMI) — Rodgers has two potent sides. "Joshua" is delivered in a spirited vein with outstanding organ and fenn chorus support. "Closer Walk" is done at as lower pace, but this, too, gets a moving rendition. Roulette 4234

THE FOUR PREPS



HEAR IT FROM ME (La-Bel, BMI) — GOT A GIRL (La-Bel, BMI) — "Hear It From Me" is a gentle rockabilly that is smoothly paced by the foursome. "Got a Girl" is a rhythm side that is sold in exuberant fashion. Both have the sound, and either could step out. Capitol 4362

JOHNNY TILLOTSON



PLEDGING MY LOVE (Weman-Lion, BMI) — EARTH ANGEL (Dooms, BMI) — Tillotson presents the old r&b. White Silver Sound in a smart and tasteful updated style. He's effectively backed on both by fine arrangements, and both sides are strong contenders. Cadence 1377

THE FLAMINGOS



BESAME MUCHO (Southern, ASCAP) — NOBODY LOVES ME LIKE YOU (Kapp, BMI) — The group gives "Besame Mucho" an infectious, stylized reading that should catch on quickly. "Nobody" is a ballad, crafted by Sam Cooke, and this also gets a sock delivery. End 1968

ROD LAUREN



LISTEN MY LOVE (Famous, ASCAP) — Lauren, who scored with "If I Had a Girl," has another likely winner with his potent outing on this pretty ballad. He handles the tune nicely, and the side could be a big one. Flip is "This I Know" (Broadway, ASCAP). RCA Victor 7720

LITTLE ANTHONY & THE IMPERIALS



BAYOU, BAYOU, BABY (RealGone, BMI) — MY EMPTY ROOM (Record, BMI) — Little Anthony and crew come thru with two strong sides. "Bayou" is a spiritual-type rocker that is sold with verve. "My Empty Room" is a warmly delivered rockabilly, based on a Tchaikovsky theme. End 1967

DOROTHY COLLINS



TINTARELLA DI LUNA (Southern, ASCAP) — The lark has a strong side to follow her hit, "Bacare, Bacare." It's a catchy European ditty that is charmed with sparkling charm. Flip is "Ski Ride Polka." (Southern, ASCAP). Top Rank 2040

WADE FLEMONS



EASY LIVIN' (Conrad, BMI) — WHOOPS NOW (Conrad, BMI) — Flemmons has two dual-market singles. "Easy Livin'" is a persuasive side with a gospel quality. "Whoops Now" is a medium-beat, shuffle-paced effort. Chorus backs him nicely on this side. Vee Jay 344

ERNIE FREEMAN



ROCKIN' RED WING (Shawnee, ASCAP) — DARK EYES (Post, ASCAP) — Freeman has two rockin' sides that can move strongly for pop and r&b. Look. Top side is a bright revival of the oldie that is spotted to good effect. "Dark Eyes" has a wordless chorus after fine instrumental backing. Imperial 5656

JOE TURNER



CHAINS OF LOVE (Progressive, BMI) — Turner is in great form on this turn of a tune that he has made a hit several times before. He gets an exciting sound over strong rock and chorus support. Flip is "My Little Honey Dropper" (Modern, BMI). Atlantic 285

LANCE FORTUNE



BE MINE (Peer Int'l, BMI) — Fortune currently has a big hit with this side in England. The tune is a catchy rocker sort, and it's presented brightly. The song could easily catch on in the U. S. also. Flip is "Action." (Southern, ASCAP). Signature 12030

(Continued on page 39)

RAW TURKEY
by
BACKWOODS
BILL DOGGETT
King 5319

THE COFFEE GRIND
HANK BALLARD
King 5312

JAMBALAYA

NEW JOLE BLON
MOON MULLICAN
King 5328

I KNOW IT'S TRUE

I'LL GO CRAZY
JAMES BROWN
Federal 12369

HOW FAR TO
LITTLE ROCK
STANLEY BROTHERS
King 5306

MY LOVE IS

LOVING CARE
LITTLE WILLIE JOHN
King 5318

HOT ROD LINCOLN
CHARLIE RYAN
4 Star 1733

KING

A NEW ONE FOR "JR."
AND IT'S **RED HOT!**



LITTLE JR.
PARKER
"NEXT TIME"
and
"YOU'RE ON
MY MIND"
Duke 317

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by BILL SACHS

Around the Horn

Clarence Zahna and band are currently working TV shows and personals in Wisconsin, Iowa and Illinois to give their initial release on the film label, "Blue-Hit Run," the adopted from "Listen to the Mockingbird," h/w "You're On the Inside," which they cut at the RCA Victor studio in Chicago a few weeks back. . . . George Hamilton IV, now working out of the Jim Deasy office, Nashville, made his bow as a regular on "Grand Ole Opry" Saturday (5). George is sporting a new ABC-Paramount release, "Why I'm Walkin'," written by Stonewall Jackson, backed by a folk song titled "Tremble," penned by John D. Loudmilk. Both are straight country. Deasys may obtain a copy by writing to Hamilton Records, c/o Jim Deasy, 146 Seventh Avenue, North, Nashville.

Bliff Collier, deejay-entertainer, typewrites from Hollywood that he is presently working on a couple of records which, if they pan out, will put him back in the big middle of country music. "This," writes Bliff, "I've looked forward for some time; in fact, since I left the Phillip Morris Country Music Show." His wife, Shirley Caddell, cutting a session with for Challenge Records for both a single and album release. Collier says that he'd like to hear from Bob Strick, Dwight Gordon, Snakey Street, Bill Stanley and Charlie Stokely, Inc., P. O. Box 96, 119 Two-Mile Pike, Goodlettsville, Tenn. Price is returned to Nashville last week after concluding a California tour for the Hal Smith office. . . . Brian L. Morrissey has started a new label, Empire Records, with headquarters at 6100 San Amaro Drive, Coral Gables 46, Fla. Firm's talent brigade comprises the Royal Fones, Jerry Markham, Harry Frisoe and the Slicks and Carolyn Diez. Copies of Empire's initial release, "Creeping Thunder," h/w "Lacy Walker," are available by dropping 'em a card.

Merle Travis is in North Hollywood (Cal.) Hospital mending from a major operation. . . . Charles Tebbets, prey of Eastman Records, says he's ready to make a deal with Huan Howard and Fred Striker to thank for steering him onto to a new country singer in the person of Ron Owens. The latest Eastman venture, compiling "Ten Paces" and "Rough 'n' Ready Teddy" (Reeseville), that he, how just been released. Howard and Striker share the publishing on the two tunes. . . . New Hickory Records country releases are "Watch Dog," by Al Terry; "Make a Wish" h/w "They Just Don't Know You," by Margie Bowes "Don't Know Why" h/w "Thanks for Not Telling Me," by Roy Acuff, and "McCormack's String Piece," "Ten Haps to Know," by the McCormack Brothers.

Danny Harrison, now serving as talent scout for Cool Records, Harrison, Tex., recently signed 14 turns from his native state Virginia sector, namely Glenn Mann, Richard Shumate, Billie Joana Harris, the Daniel Quarters, the Gaylight Trio, the Spice Mountain Boys, Elderly Cals, Jerry Reeves, Robert Dalton, Gospel Tunes Quartet, the Travelers Trio, and Ed Wright, Reg Wells and Harold Sears. . . . Upcoming bookings for Sandy Lake Theater, Sandy Lake, Pa., are Cowboy Vokes and His

Country Boys, with Mableene Baker and Bruce Spangler, emcee, March 12; Doc Williams, March 19, and Bashful Harmonicas Joe (Roy West), March 26. . . . Homer and Jethro's new RCA Victor platter, "El Paso—Numero Dos" h/w "That's Good, That's Bad," has just been released. Later ditty was penned by Chet Atkins and Archie Campbell.

Upcoming guests on "Jubilee U. S. A.," Springfield, Mo., are Minnie Pearl, March 19; Faron Young and Hank Thompson, March 26; Ray Price, April 2; Brenda Lee, April 9; Ferlin Husky and Tex Ritter, April 16; Jim Reeves, April 30. . . . The Mansey-Ferguson sales branch headquartering in Nashville is planning in-season trips to "Jubilee U. S. A.," in Springfield, Mo., as top prizes for dealers winning a current fraction sales promotion in the Tennessee region. . . . Little Jimmy Dickens played New Jersey dates March 8-13 for promoter Sam Klingley, Jimmy McConnell, of Top Talent, Inc., Springfield, Mo., set the deal.

With the Jockeys

Al Urban has launched a new two-hour, platter show on Station WCGI, Gonzales, Tex., titled "Country and Western Bandstand." He invites artists and disc-jockeys to send him records and tapes. . . . Just out is Ray Price's new one on the Columbia label, "Who'll Be the First?" Deasys may obtain a copy by writing to Pamper Music, Inc., P. O. Box 96, 119 Two-Mile Pike, Goodlettsville, Tenn. Price is returned to Nashville last week after concluding a California tour for the Hal Smith office. . . . Brian L. Morrissey has started a new label, Empire Records, with headquarters at 6100 San Amaro Drive, Coral Gables 46, Fla. Firm's talent brigade comprises the Royal Fones, Jerry Markham, Harry Frisoe and the Slicks and Carolyn Diez. Copies of Empire's initial release, "Creeping Thunder," h/w "Lacy Walker," are available by dropping 'em a card.

Ted Daigle has shifted his activity to CILX, 5,000-water at Fort William, Ont., and asks that the record companies and artists revise their lists accordingly. Ted will have a single release of his own in March, to be followed by an LP. His records for Romance Records. . . . Virge Brown, of WGRP, Greenville, S.C., reports that his "Country Jubilee" is the only country music record show aired daily in his area and that in a recent contest outdrew other daily programs in the territory in mail pull. Virge puts in a request for sample releases from the various labels.

KPVA, Portland, Ore., serving the Portland-Vancouver area exclusively with country and western music, is now featuring Cuck Rufus, one of the best-rated c.d.w. deejays on the West Coast. Rufus was formerly personal manager to Stonewall Jackson and road manager for the Kevy Brothers. In his spare moments new Rufus makes the Sanders Twins, new c.d.w. vocal duo. Rufus says he'd be happy to receive records from the various labels, big or little, or provide to give 'em the proper exposure. . . . Bill Springer, of Faye Music Company, White Plains, Ky., last week circulated his c.d.w. jockey list with a letter and payola in the form of Confederate money to plug Aubrey Cagle's new release, "Just For You" h/w "Be-Boo Blues."

The Billboard HOT C & W SIDES

FOR WEEK ENDING MARCH 13

THIS WEEK	ONE WEEK AGO	TWO WEEK AGO	THREE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	15
2	2	2	2	EL PASO, Marty Robbins, Columbia 41511	19
3	3	3	3	THE SAME OLD ME, Ray Price, Columbia 41477	23
4	5	7	4	ANOTHER, Ray Drusky, Decca 31024	9
5	4	4	4	NO LOVE HAVE I, Webb Pierce, Decca 31021	13
6	6	6	6	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	10
7	7	6	6	WISFUL THINKING, Wynne Stewart, Challenge 59081	12
8	8	8	8	RIVERBOAT, Faron Young, Capitol 4291	18
9	10	10	10	JUST ONE TIME, Don Gibson, RCA Victor 7690	2
10	9	9	9	AMIGO'S OUTRAGE, Kitty Wells, Decca 30907	16
11	11	11	11	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107	22
12	15	17	22	EYES OF LOVE, Margie Singleton, Sherry 472	7
13	10	11	13	TOMORROW, Lewis Platt, Decca 31038	14
14	30	—	—	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	2
15	20	—	—	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	2
16	13	28	24	NODDY'S DARING BUT MILE, Johnny See, MRC 049	6
17	17	—	—	ADORE AND BEYOND, Buck Owens, Capitol 4337	2
18	—	—	—	PINBALL MACHINE, Lonnie Irving, Sherry 486	1
19	12	16	22	DEAR MAMA, Merle Haggard, Sherry 469	6
20	15	17	22	FACE TO THE WALL, Faron Young, Capitol 4291	18
21	23	14	14	THE ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	10
22	14	12	12	HARTY DON'T YOU WEAR, Stonewall Jackson, Columbia 41533	9
23	21	29	21	MY CRYING MY HEART OUT OVER YOU, Lester Flatt & Earl Scruggs, Columbia 41518	8
24	24	16	18	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	5
25	20	—	—	I LOVE YOU BECAUSE, Johnny Cash, Sun 334	2
26	—	—	—	TROUBLE IN THE AMEN CORNER, Archie Campbell, RCA Victor 7660	1
27	29	24	24	GEORGIA TOWN BLUES, Mel Tillis & Bill Phillips, Columbia 41530	4
28	26	—	—	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	2
29	25	—	—	UNTIL TODAY, Elmer Soudgrass & the Musical Pioneers, Decca 31048	5
30	23	14	17	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539	9

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Reviews of THIS WEEK'S SINGLES (continued)



SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

Continued from page 37

HUEY (PIANO) SMITH

BEATNIK BLUES (Ace, BMD) — **FOR CRYIN' OUT LOUD** (Ace, BMD) — "Beatnik Blues" is a wild rocker, and Smith shouts it in high style over solid backing by the combo. "For Cryin' Out Loud" is also a rocker, and Smith is again in top form in his delivery of the swinging tune. Both can click. **Ace 584**

Country & Western

KITTY WELLS

LEFT TO RIGHT (Sure Fire, BMI) — The great country artist as usual gives a fine performance. The song is a weeper about a broken engagement. She handles the material with plenty of heart. Flip is "Memory of Love." (Cedarwood, BMI). **Decca 31065**



SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories hereinafter, in the opinion of the Billboard Music Staff, they deserve exposure.

POP

PAUL CLAYTON

THIS LAND IS YOUR LAND (Loudlow, BMI)—WHOS GONNA RY. RIBBONS (WHEN I'M GONE) (Combine, BMI)—Clayton impresses strongly on his first wax outings. Both songs are folk-based, and he gives each an attractive reading. Both sides deserve spins, and they could score with plugs. **Monument 416**

JOHNNY RUSSEL

ONESOME BOY (Acuff-Rose, BMI) — **BABY, WON'T YOU TELL ME SO** (Acuff-Rose, BMI) — Russell registers to good effect on two country hits. He has an attractively smooth style, and he sings the material well. With exposure either side could move for coin. **M-G-M 12872**

POP DISC JOCKEY PROGRAMMING

RICHARD LUCKER

LA DONNA E MOBILE (PD) — The Metopora star presents the popular air from "Rigoletto" in rich voice. The side is a slicing from Columba's complete version of the Verdi opera. Spins should prove a fine programming change. Flip is "Questa O Quella." (PD) — also from "Rigoletto." **Columbia 41587**

PIERRE CAVALLI ORK

LITTLE SERENADE (Chappell, ASCAP) — **SMOKE GETS IN YOUR EYES** (Chappell, ASCAP) — The French orkster applies sparkling instrumental settings to both themes. The catchy sides could go well with audiences in all segs. **Jamie 1152**

SIR CHAUNCEY

BEAUTIFUL OBSESSION (Aut, ASCAP) — The pretty tune gets a mild rock treatment with lush strings featured over rhythm support. It's a tasteful and quality side that allows for excellent programming. Flip is "Teederfoot." (Aut, ASCAP). **Warner Bros. 5150**

TANIA VELLA

JA-MA-ICA (Mills, ASCAP) — **SCRIVIMI** (Rossi, ASCAP) — The lovely Yugoslavian thrush gives out with two sultry readings of attractive items. "Ja-Ma-I-Ca" is a slightly Latinish sort. "Scrivimi" is a pretty, medium-beat item. Backing on both is first-rate. **Warnick 528**

COUNTRY & WESTERN

JEAN SACKETT

SEVEN BEARS (WITH THE WRONG KIND OF MAN) (MNR, ASCAP) — **PLASTIC HEART** (S&M, BMI) — Miss Sackett tells two typical country tales with meaningful affect. Her approach is traditional, and her sound is attractive. Country jocks will find both sides most spinable. **Skippy 110-11**

★★★★
VERY STRONG SALES POTENTIAL

JIMMY BREDLOVE

TO BELONG—EPIC 9360—Strings and a chorus and a triplet figure back Bredlove in the ballad, which is based on a familiar melody. Strong wax. (TeePee, ASCAP)

★★★★ **WAITING FOR YOU**—Bredlove reveals a lot of style here. Interesting figure in the backing. A church-flavored effect. Two good sides. (Tryton, BMI)

SANFORD CLARK

★★★★ **FLIDGING MY LOVE**—JAMIE 1153—The memorable tune, a hit for the late Johnny Ace, gets a fine arrangement and a delicate reading by Clark. This has a good sound, and it could step out. (Wemar-Lion, BMI)

★★★★ **GO ON HOME**—Clark is in excellent form on this Western ballad which has a Johnny Cash touch. Good guitar backing. (Griegmark, BMI)

FRANKIE LAINE

★★★★ **ST. JAMES INFIRMARY**—COLUMBIA 41613—Strong performance by Laine on the emotion-packed standard with dramatic backing by Les Brown. Fine jockey wax. (Gotham, ASCAP)

★★★★ **ET VIOLA** — Attractive, up-tempo tune is wrapped up in a personable reading by Laine and tasteful backing by Les Brown. Another solid jockey item. (Leeds, ASCAP)

MITCH MILLER & GANG

★★★★ **PINK POLEMONIUMS** — COLUMBIA 41616 — A folkish novelty by the Miller gang that has tongue-twister touches and a good sound. It should be watched. (Planetary, ASCAP)

★★★★ **SING ALONG** — The tune was written especially for the Miller "Saturday Night Sing-Along" album. The big chorus has a happy, robust sound, assisted by a good backing with banjo. (Pau-line, ASCAP)

FOUR ESQUIRES

★★★★ **MAKE THEM MINE** — PARIS 544 — Tasteful vocal treatment of melodic theme with smart backing. (Greta, BMI)

★★★★ **PEG O' MY HEART** — The oldie with mildly r.k. backing is warbled pleasantly by group. (Feist, ASCAP)

AL BROWN'S TUNTOOPPERS

★★★★ **THE MADISON** — AMY 804 — The dance that is getting action in Washington and Baltimore is done up in song with sounds and a vocal by Al Brown. If the dance happens, so could this record. (Aim, BMI)

★★★★ **MO' MADISON** — This is a continuation of side 1, and it could be called Part II. (Aim, BMI)

SINGING REINDER

★★★★ **THE HAPPY BIRTHDAY SONG** — CAPITOL 4353 — The Singing Reinder with their speeded-up "Alvin" type voices of cut and a happy little kiddie-saluted tune. Appeal is mainly for the kiddie market. (Rap, ASCAP)

★★★★ **I WANNA BE AN EASTER BUNNY** — The group developed good chart action with their Christmas offering, and this Easter side is the logical follow-up. It's a cute gimmicky side that can get respectable action. (Music Please-Algrace, BMI)

HUELY DUVAL

★★★★ **BUCKER PAINT** — CHALLENGE 59069—Blues rock is chanted with verve by the singer. Rhythmic and danceable item provides a good coupling to the flip, and it could move as well. (Golden West, BMI)

★★★★ **Boom Boom Baby** — Fairly spirited rocker gets a vigorous outing from Duval with sprightly combo and male group backing. This has a chance. (Golden West, BMI)

GABRIEL & ANGELS

★★★★ **CHUMBA** — AMY 802 — A most unusual instrumental waxing that has a touch of the Latin and a touch of the South American at the same time. Could get spins. (Aim, BMI)

★★★★ **Hey!**—Another fancy instrumental effort by the group, but this time the musical form sounds Mid-Eastern. Two listenable cuttings. (Bettina, BMI)

DANNY VALENTINO

★★★★ **BIOLOGY** — M-G-M 12881 — Cute novelty receives an action-packed reading by Valentino with help from a vocal group and a catchy arrangement. A strong chunk of wax. (Empress, ASCAP)

★★★★ **A Million Years** — Danny Valentino performs this rockballad with much feeling, as he tells of his fears when he and his girl had a quarrel. Good wax. (Vera Fint, ASCAP)

SONNY JAMES

★★★★ **JENNIE LOU** — NRC 50 — A fine-sounding record with James heard in dual-track style. It's a good message note, and in the usual girl name groove track. It's James' first for the label. (Mappa, ASCAP)

★★★★ **Passin' Through** — A happy, up-beat bouncer and it also has the winning sound. Nice bright lyric also helps sell it. (Mappa, ASCAP)

JERRY LEE LEWIS

★★★★ **BABY BYE BYE** — SUN 337 — Jerry Lee Lewis comes thru with a strong reading of spikier rocker that has a solid beat and a rhythmic infectiousness. Good wax. (Knox-Crystal, BMI)

★★★
GOOD SALES POTENTIAL

JESSIE BELVIN

★★★★ **Deep in My Heart** — CLASS 267 — Belmed with heart gets a nice chart from the late singer. It's nicely supported by the chorus and a string-filled arrangement. (Records, BMI)

★★★★ **I'm Confused** — Expressive chant on a rockabilly by the artist. It should move as well as the flip. (Records, BMI)

DON ANGLO

★★★★ **I'm Sorry Dear** — MERCURY 71540 — Don Anglo sings a medium tempo rockabilly number here over good rock support. Could get spins. (Edick, BMI)

★★★★ **My Love for You** — The warbler comes first with a good reading of a tender ballad, over good backing by the rock and chorus. Two good sides. (Ramar, BMI)

JACK CADDEN

★★★★ **That's What I'd Do for You** — Cadden sings this ballad with feeling, over a good arrangement. This could pull some coin. (Music Products, BMI)

★★★★ **Answer My Prayer** — The chanter sells a pretty ballad with warm, backed melody by a vocal group and the rock. (Aurora, BMI)

ROD BERNARD

★★★★ **One of These Days** — MERCURY 71592 — Interesting effort is performed with feeling here by Bernard, while the rockers supports him well. A strong side by Bernard. (Big Bopper, BMI)

★★★★ **Let's Get Together Tonight** — Rod Bernard handles this stunner rocker with good instrumental and rock support. This could cut some coin if exposed. (Big Bopper, BMI)

MISANTHROP QUARTET & CHORUS

★★★★ **ADAMANT LUGAWOON ORK** — *** **Rena, Rena, Rena** — DECCA 31015 — The Misanthrop Quartet's Grampian-complex chorus, this is a happy Tyroler air song by a chorus in the native droll. A very infectious side with good late potential. Side has sleeper qualities. (Mills, ASCAP)

★★★★ **So It Will Be** — An appealing wax with a romantic quality. The chorus sings it with a clear, old-time flavor. Another solid jake side. (BEM)

JOHNNY RAPHAEL

★★★★ **Let Me Wash You Home** — MERCURY 71587 — Raphael attractively handles this semi-sentimental side with a light touch and rock and roll. It can move. (Vino-Curpo, BMI)

★★★★ **School of Love** — Peppy item is belted with appeal by the singer. The side should take to the rocker theme. (Vino-Curpo, BMI)

MORT LINDSEY

★★★★ **All the Way** — DOT 16018 — The Lindsey big band has considerable resemblance to the Glenn Miller sound on this danceable rhythm. It's scored with a light triplet in the rhythm. Good for jakes. (Merzville, ASCAP)

★★★★ **On Main Pops** (Oh My Pops) — *** **Two for the Blue** — The Lindsey band has recreated instrumentally here to a rock and roll sound. Nice, but not for the pop set. (Shindy-Cor, again in the Miller tradition. (Lindsey-Bernstein, ASCAP)

BO RHAMBO

★★★★ **Two for the Blue** — IMPERIAL 267 — The Rhumbo band is given an instrumental approach with piano, snare and bass, and a nice touch. Not for the pop set. (Rab. Jocks. (Tryon, BMI)

★★★★ **With the Blues in My Heart** — Funky side is on the "Honky Tonk" order, Dancin', dual-market side. (Tryon, BMI)

JERRY FRASER

★★★★ **My Father Did Young** (The Great Old Without You) — FEL. 301 — Frasier blends in song with feeling and sincerity. (Fraser, Capitol, ASCAP)

★★★★ **A Million Years Ago** — Folioled reading by Fraser on pretty theme. (Rena Sun, BMI)

(Continued on page 40)

(Continued on page 40)

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VALENTINO**
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BIOLOGY
K12881

• Reviews of New Pop Records

• Continued from page 39

★ ★ ★ ★ VERY STRONG SALES POTENTIAL

★ ★ ★ Old Black Joe—A wild, stompin' performance of the Stephen Foster tune by Jerry Lee also featuring some solid boogie piano. (Hi-Lo, BMI)

FRANKIE DARCEL

★ ★ ★ GOIN' TO THE RIVER—HERALD 550—Fat Domino time is done for nice effect by the new artist. An interesting pattern of strings is heard in support. A spinable side. (Commodore, BMI)

★ ★ ★ Till I Waltz Again With You—Teresa Brewer's hit of a few seasons back is done once again, in upbeat style, against a fiddle backing. Pleasant sound. (Village, BMI)

MARC TANNO

★ ★ ★ FIRST LOVE—20TH FOX 185—A mushy, lovey ballad effort by Tanno, assisted by a whippy chick. Tanno handles it in a delicate, grooving style. A mighty pleasant side that could move. Good talent, too. (Bryden, BMI)

★ ★ ★ One Moon, One Sigh, One Kiss—A romantic ballad. Tanno works in tandem with a chorus much of the way. Arrangement features strings in a gentle rock setting. Good teen material. (Delaware, ASCAP)

STRANGERS

★ ★ ★ YOUNG MAGGIE—TITAN 1704—Lively rocking instrumental version of "Jerry Lee and I Were Young Maggie," with a solid temp. (Dolly Bee, BMI)

★ ★ ★ Boogie Man—Pounding guitar work highlighted on another effective f.r. instrumental side. (Dolly Bee, BMI)

LAWRENCE WELK

★ ★ ★ SUMMER SET—DOT 1663—Pretty instrumental treatment of the catchy European theme. Other versions have head start, but this should catch spins. (Holla, BMI)

★ ★ ★ Hour of Parting—Pleasant instrumental treatment of the sultry oldie (Harms, ASCAP)

★ ★ ★ GOOD SALES POTENTIAL

• Continued from page 39

RICHARD BARRETT & SEVILLES

★ ★ ★ Dream Day—SEVILLE 104—A rocker with the chaser displaying techy, chrysalis-style vocal technique. Interesting backing. (Rush, BMI)

★ ★ ★ I Am Yours—A rock ballad. Lead chaser sings out well. Chorus helps give a big sound. (Rush, BMI)

SYLVIA SYMS

★ ★ ★ Fortune Teller Cookies—COLUMBIA 4193—Cute novelty is done with an Oriental flavor. True taste of a girl who determines her love life by reading fortune cookies. Clever idea. (Morrise, ASCAP)

★ ★ ★ I've Got to Sing a Torch Song—Lovely ballad is smoothly sung by the lady over a pretty Ralph Burns arrangement. Side should get spins. (Witmark, ASCAP)

FARL BOSTIC

★ ★ ★ Out of Numbers—KING 5137—A good rocking arrangement in medium tempo of the familiar oldie. Bostic's elo-

quity in fine style here to a good band backing. Good for jukes and jocks. (Famous, ASCAP)

★ ★ ★ Eagle—Another oldie that fits the time from the classical work, gets some rock treatment. Another desirable side. (FPI)

JOHNNY NASH

★ ★ ★ You've Got the Love I Love—ABC-PARAMOUNT 1095—Johnny Nash with the smart piece of material with his usual warm over good backing. This could grab spins. (G&E, ASCAP)

★ ★ ★ Neter My Love—A very pretty tune, loaded with warm sentiment, is sung very well by the chaser. The backing is strong. Could get lots of spins. (Hearst, ASCAP)

DONICENO MODOLENO

★ ★ ★ O Sole Mio—DECCA 31071—(Continued on page 109)

• Best Selling Sheet Music in U. S.

This Week	Times are ranked in order of their current national selling importance at the sheet music folder level.	Last Week	Chart
1.	THEME FROM A SUMMER PLACE (Witmark).....	2	8
2.	DO-RI-MI (Williamson).....	3	12
3.	RUNNING BEAR (Big Bopper Music).....	1	8
4.	CLIMB EVERY MOUNTAIN (Williamson).....	8	10
5.	TEN ANGEL (Acuff-Rose).....	8	7
6.	THE SOUND OF MUSIC (Williamson).....	7	6
7.	EL PASO (Marty's Music).....	6	10
8.	BEYOND THE SEA (Harms).....	9	3
9.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson).....	4	10
10.	LET IT BE ME (Leeds).....	12	4
11.	PRETTY BLUE EYES (Almimo).....	10	4
12.	WHAT IN THE WORLD'S COME OVER YOU (Peer International & Star Fire).....	—	1
13.	DELAWARE (Gunston).....	15	3
14.	HELL HAVE TO GO (Central Songs).....	14	3
15.	HARBOR LIGHTS (Chappell).....	—	1

• Best Selling Sheet Music in Britain

(For week ending March 5)

This Week	Times are ranked in order of their current national selling importance at the sheet music folder level.	Last Week	Chart
1.	THEME FROM A SUMMER PLACE (Witmark).....	2	8
2.	DO-RI-MI (Williamson).....	3	12
3.	RUNNING BEAR (Big Bopper Music).....	1	8
4.	CLIMB EVERY MOUNTAIN (Williamson).....	8	10
5.	TEN ANGEL (Acuff-Rose).....	8	7
6.	THE SOUND OF MUSIC (Williamson).....	7	6
7.	EL PASO (Marty's Music).....	6	10
8.	BEYOND THE SEA (Harms).....	9	3
9.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson).....	4	10
10.	LET IT BE ME (Leeds).....	12	4
11.	PRETTY BLUE EYES (Almimo).....	10	4
12.	WHAT IN THE WORLD'S COME OVER YOU (Peer International & Star Fire).....	—	1
13.	DELAWARE (Gunston).....	15	3
14.	HELL HAVE TO GO (Central Songs).....	14	3
15.	HARBOR LIGHTS (Chappell).....	—	1

• Best Selling Pop Records in Britain

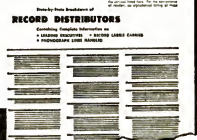
(For week ending March 5)

This Week	Times are ranked in order of their current national selling importance at the sheet music folder level.	Last Week	Chart
1.	RUNNING BEAR—Johnny Preston (Mercury).....	4	
2.	FOUR ME—Adam Faith (Polyphonic).....	1	
3.	DELAWARE—Perry Como (RCA).....	8	
4.	ON A SLOW BOAT TO CHINA—Emile Ford (FPI).....	9	
5.	WHY—Anthony Newley (Decca).....	1	
6.	THEME FROM A SUMMER PLACE—Percy Faith (Philips).....	18	
7.	WAY DOWN YONDER IN NEW ORLEANS—Freda Cannon (Top Rank).....	6	
8.	A VOICE IN THE WILDERNESS—Cliff Richard (Columbia).....	3	
9.	YOU GOT WHAT IT TAKES—Mara Johnson (London).....	12	
10.	SUMMER SET—Acker Bilk (Columbia).....	9	
11.	PRETTY BLUE EYES—Craig Douglas (Top Rank).....	7	
12.	BE MINE—Lance Fortson (Pya).....	11	
13.	Beyond the Sea—Bobby Darin (London).....	9	
14.	WHAT IN THE WORLD'S COME OVER YOU—Jack Scott (Top Rank).....	—	
15.	LOOKING HIGH, HIGH, HIGH—Byrona Johnson (Decca).....	17	
16.	WHO COULD BE BLUER—Jerry Leeback (Polyphonic).....	17	
17.	ROYAL EVENT—Ross Conway (Columbia).....	18	
18.	BONNIE CAME BACK—Diane Eddy (London).....	13	
19.	HARBOR LIGHTS—Flatters (Mercury).....	15	
20.	MISTY—Johnny Mathis (Fontana).....	20	

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"STOCKADE ROLL"

by ANDY DOLL

OELWEIN—The trade paper reviews of Andy Doll's version of Columbus Stockade Blues were correct. Stockade "flips or showing" in Des Moines, Minneapolis and Milwaukee, and it looks very good for "Stockade Rock." Write Ad Records, Box 635, Oelwein, Iowa, for #989 and "Big Girls" will be tickled pink!!!

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**Reviews of New Pop Records**

Continued from page 109

beholded by the fourness over an interesting rhythmic pattern. Unusual side effect: better interest. (Net, ASCAP)

*** Love Ya' Baby — Latin + tinged rocker is chemical to good effect by the band with a fast group action. This, too, could step out. (Net, ASCAP)

SONNY KENAD
*** Don't Give Me More Than You Can Take — KING 529 — The boys offer a rapid-fire lyric on this good rhythm arrangement. The band provides a nice r.b. flavored backing. (Lois, BMI)

*** Emily — Teen-spoof dirty in current territory by Shined and ten chorus. (Records, BMI)

FIVE ROYALES
*** Don't Give Me More Than You Can Take — KING 529 — The boys offer a rapid-fire lyric on this good rhythm arrangement. The band provides a nice r.b. flavored backing. (Lois, BMI)

*** I'm With You — A slow and somewhat grooved dance by the group. Lead offers a good shouting sound. Spontaneous. (Lois, BMI)

EMPALE STE
*** Equate Rock — BLUE MOON 419 — Strong instrumental treatment of solid rhythm with infectious theme. Dual market was. (Cliff, BMI)

*** Bevel and Sore — Interesting guitar work, illustrating title theme, with pounding beat. (Cliff, BMI)

BOB HALLEY
*** You Got Me — KARK 602 — Unusually written by Halley on cowboy r.b. rhythm-savvy. (Mae, BMI)

*** No Time for Tears — Attractive reading on easy r.b. dir. Flip is better showcase for Hickey. (Mae, BMI)

JOE DAMIANO
*** True in the Window — CHANCELLOR 1049 — A slow and pretty theme has a pleasant familiar air. Damiano handles it a soft, convincing reading. In general, straight forward. This could catch good action. (Shapiro-Bernstein, ASCAP)

*** Kilo Me — Another nice, related effort by Damiano with a good going to the flip. (Editorial, ASCAP)

BILL CARTER
*** Juke Man — HONNE 8 104 — A pop-country novelty with a folk flavor tells the story of a man who can't stand being in jail, and who pleads with his jailer to let him free. (Sage Brush, BMI)

*** Legend of Billy the Kid — Another story-song about the desperado of the Old West. Carter sings it for four results. (Sage Brush, BMI)

FLORENCE TRO
*** CM CM Message — DECCA 11047 — This finds one member of the pop-country trio shouting and squealing in a way that must entice a chi chi bari. It's a fast waltz tempo with a country groove. Fine guitar work, too. (Decca, ASCAP)

*** Cutpate follow — Eloise takes the vocal lead here with support from her two male partners. It's a slower rhythm than the flip. (Plumtree, ASCAP)

CURTIN CARRINGTON
*** Don't Be a Nutsy — GEE 1057 — Here's a good, rousing side with Carrington and his chorus leading in much in the style of recent Ed Price hits. The CM wins with a shouting style. (Petric, BMI)

*** Timber — A novelty song. The gal and her band best like a lumberjack when he looks at him and he shouts "timber!" (Petric, BMI)

GLEN PAGE
*** Tell Me — ABC-PARAMOUNT 15001 — Rocker is vigorously danced by

the artist. It should get spins. (Duode, BMI)

*** Next Year — Song outgiving on a rock-solid. Flip appears the more potent side. (Duode, BMI)

JACK FARSON
*** Drilling Down the River — FRANKLIN 165 — Personable reading by Farson. It's a pleasant tune with a relaxed, old-fashioned flavor. (Buckley, ASCAP)

*** Autumn Heart — Okay r.b.-style dir. is handed an effective vocal and o.k. treatment. (Buckley, ASCAP)

★ ★
**MODERATE SALES
POTENTIAL**

THREE G's
*** Easy Meets Meets Me — COLUMBIA 4134 — A simple bit of tune and melody in medium beat rhythm. The boys hand it an okay reading. (Cambridge, BMI)

*** Take This Step — A plea to the chick to come and take this step to love. Medley song material here, like the lady have a fast sound. (Cambridge, BMI)

JACK HASKELL
*** Who Can Say? — THUNDERBOLT 1952 — Haskell has a nice, easy-going backing touch on this ballad. Side has the ring of the big band era. (Ruess, BMI)

*** I Remember Maumbo — Haskell sings in good form no doubtful manner, with an obvious play on the play side, "I Remember Maumbo." (Ruess, BMI)

TOMMY NELSON
*** Hello Step — DIXIE 814 — A reading rocker is sung with spirit by Nelson. (Ray, BMI)

*** Honeycomb Blues — Nelson sets this rocker nicely over wild backing. (Stardis, BMI)

LENI BARTERI
*** City Me Heart — CROSLY 221 — Better ballad is nicely delivered over a hip arrangement. (Sheldon, BMI)

*** Lost and Lonely — Watershed ballad is nicely aided by the drink over soft guitar and rhythm support. Side is dual track to top. (Wharton, ASCAP)

SHORRY BACON
*** Spooky's of Angels — OZARK 1237 — Spooky-nasty styled piano backing on country country dir. with boogie vocalizing by Bacon and group. (Minneapolis, BMI)

*** Fire of Love — R.R., piano trippers flip dir. written by Bacon on easy-going blues ballad. (Minneapolis, BMI)

Jazz
★ ★
NICK DI CRISTO-JOE BUDEN'S JAZZ BAND

*** Get the Blues When It Rains — CONTINENTAL 391 — Okay approach on the oldie. Style is on the Dixie order. (Fremont, ASCAP)

*** Bezzie's Dazzle's Dream — Same common. (Fremont, ASCAP)

Folk
★ ★ ★
JIMMY WITHERSPON

*** Oh Mary, Don't You Weep — HELF 104 — Witherston leads the old spiritual on up-dated reading that has hard heartiness. Fine chords back the singer. Side can collect pop and r.b. both. Worth spins. (Dixie, BMI)

*** Everline I Feel the Spirit — Another spiritual is delivered in a pure vein by Witherston. Ankle, the combo and chorus back him nicely. (Dixie, BMI)

CK COLEMAN
*** Playboy's Theme — PLAYBOY 1001 — A pleasant instrumental side with Coleman's piano backed by a story string sound. Has the quality of the David Rose-Andre Perrier. "I Like Young" side. Good jockey fodder here. (Morris, ASCAP)

*** You Face Me So — Maestro-pianist Coleman and Carolyn Leigh turned this one out. It's on the sophisticated side and Coleman sings it in straight style. (Morris, ASCAP)

★ ★ ★
HOLLYWOOD MAROPHONE QUARTET
sings **La Vie En Rose** on **Cherish Me** on **La Vie En Rose**

VERNE 10201 — Some pretty harmonies by the sextet are featured here in what might be called a medieval approach. A lively side with a different sound. (Duode, C. B. IEM)

*** Serenade Cienque — Some highly intricate group sax work in a rather rhythmic framework. The work has some classical touches and comes from an album, "Serenade Cienque." For "out" folks. (Stark, MCFP)

Country & Western

★ ★ ★

PORTER WAGONER
*** Legend of the Steeples—RCA VICTOR 708—An interesting narrative song with a composition similar to that of "The Three Bells." A fine effort by Wagoner that one can sit back and savor. (Jacks, BMI)

*** WAKIN' UP THE CROWD — A happy holler by Wagoner all about everybody having a ball at the house. Guitars and piano work also has a good sound. Crowd noise breaks into the middle. A spinable band-leader. (Ward, BMI)

WANDA JACKSON
*** Please Call Today — CAPITOL 1001 — "Please call today," she says, "for the good times." A good country r.b. with a message relayed to the stars' lovers' triangle. Solid traditional fare. (Opi, BMI)

*** My Destiny—Miss Jackson knows how to get out those weary sounds. She makes all the trends seem very easy on this wiper in the traditional groove. Fans will like. (Acad-Broad)

★ ★ ★
LEX THOMAS
*** Miss Alice — STARDAY 461 — A strong country side. There is a sad one, the changes plus his heart. The lyric. There's a chorus behind him; but the former is essentially in the traditional groove. (Starday, BMI)

*** Dixie Line—This is a re-working of a r.b. melody, with a new lyric added. It's in a happy style, and it's a rousing side with a Civil War flavor. (Starday, BMI)

GEORGE HEFFINGTON
*** Ghost of Love—TOPPA 1007—Heffington sings a country novelty over a rhythmic backing. There's a bright piano in the backing. (Mixer, BMI)

*** Crazy Love—Heffington tells the "Crazy Love" that he can't forget so matter how he tries. It's a bright, cheery side. (Mixer, BMI)

REX BINGHAM
*** The Fire It Burns—Love—TOPPA 1011—a good country wiper is sung with feeling by Bingham here over traditional country composition. Good w.a. (Mixer, BMI)

*** Just Like Before—On this side, too, Bingham shows off his strong pipes with a rousing reading of a wiper about marriage that failed. Bingham has a good style. (Mixer, BMI)

BILL BROCK
*** Why Should Some People Prosper—TOPPA 1010—a philosophical question is posed by the country chatter on this attractive side. Brock sets his mouth there. (Mixer, BMI)

*** A Cap of Gold (That's The Old Song)—Brock sings a sad and slow wiper on this attractive wiper. He sells it with the appropriate feeling. (Mixer, BMI)

ROY HENDERSON
*** Agony — RURAL RHYTHM 530 — This wiper is done in a fast tempo, with a hard-driving feel being a gospel feeling. (Sage Brush, BMI)

*** Cryin'—It's been crying every minute since the wheel set him free. A familiar theme, but it's well done. (Sage Brush, BMI)

THE COUNTRY GENTLEMEN
*** New Freedom—BEL-STARDAY 455 — Mountain lones is backed by pleasant interpretation by group. (Starday, BMI)

*** Hiss — A Home-500 guitar work, effective group vocalizing on another plaintive country item. (Starday, BMI)

BILLY GLITAR
*** Things That Might Have Been—DEL 104—A typical country wiper. Billy Glitar sings it in the traditional style. Good progress. (Sells, BMI)

*** It Hurts So Much to See You Go—Another wiper to the traditional. Well done. (Sells, BMI)

CAL SMITH
*** Have Love—PLAID 103 — A folk-style song, telling the story of a convicted man who wrote another man's best writing. Reminiscent of the Car

Chambers disk, it poses moral problems. (Sells, BMI)

*** Tantalized—A wiper song and the traditional style, with a string band accompaniment. (Sells, BMI)

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DALE STEVENS
 *** Those Friends—OZARK 123—Ozark country-flavored ballad is wrapped up in nice vocal style. (Mississippi Valley, BM)

*** Has She Said Anything—Stevens wails effectively on plaintive country weeper. Dual market sale. (Mississippi Valley, BM)

WILLIE PHILIPS
 *** Yes, Sure, You Were—FERREWOOD 2—A rhythmic side, with an infectious, a little vocal snarl. (Mississippi Valley, BM)

*** Living in the Past (From New Orleans)—A fair weeper in the traditional style. (Cleveland, BM)

CARROLL TAYLOR
 *** Aching, Breaking Heart—SHERBA 1502—A weeper. Taylor sings in the true soul style and he delivers a very creditable performance. (Time, BM)

*** A Life Time Loving You—Another weeper. Performance is okay, but material is not as good as (Time, BM)

★ ★ MODERATE SALES POTENTIAL

BILL MORGAN
 *** Your Kicker—Lone 1092—Okay variety on a bright country tune. See a hunky tune. (Glad-Big Bopper, BM)

*** At Home With Mom—Nostalgic tune in old time moderate appeal. (Glad-Big Bopper, BM)

SHIRLEY RUCKER
 *** I Hear Your Footsteps—Moderate-but nice tune is attractively read by Miss Rucker. Good side for traditional fans. (Lind, BM)

*** You Take More Than I Can Give—Same comment. (Glad, BM)

FODIE REYNOLDS
 *** What Was It?—DIXIE 63—Dual-track ball on a country novelty about a fatter from space, time, and color. (Starday, BM)

*** I'm Missing You—Sprightly waltz gets a smooth spin from Reynolds. (Glad, BM)

BOBBY TIDWELL & KIANICHI MOUNTAIN BOYS
 *** I'm Searching For You—SKIPPY 60—It's a tried and old cliché but knows and is new looking for true love. This theme is done in true traditional style. (SAM, BM)

*** Cherokee Stamp—A folk-derived rocker, with a lyric about the Cherokees. A creditable performance by the duet. (SAM, BM)

BILL CARTER
 *** Secret Date—OZARK 1234—Curtis

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and group wails with emotional impact on plaintive tune with country flavor. (For Star Sales, BM)

*** Cool Tom Cat—Ripper rhythm ditty is handled okay reading. It's a better side. (Mississippi Valley, BM)

FRED LEWIS
 *** Another Shot At Love—Weak tale of a man scheduled to die, who breaks out of jail and then is trapped by quicksand, a song with feeling by Lewis.

*** Hangover—Lewis sings this weeper pleasantly. (Star, BM)

LEON BEAVERS
 *** Duetting 1 With—YONAH 1200—Leon Beavers duets on the new label with a routine reading of a new country ballad. (Yonah, BM)

*** Georgia Wails—New waltz tune is handled in their fashion by Leon Beavers. (Yonah, BM)

CHARLES DRAKE
 *** Lost Out Love Affair—D123—A rhythm side in the country vein. Style is convincing with good string expression. (Glad-Big Bopper, BM)

*** Wheel of Love—Traditional country-style ballad. Material is of the weeper class. (Glad, Big Bopper, BM)

BILLY MONTANA
 *** You're Me at Home in a Hunky Town—RURAL RHYTHM 531—An easy rocker with a lyric expressing a familiar country theme. (Star, BM)

*** I'm Grateful to You—A weeper in the traditional style, but doesn't meet competition. (Voice, BM)

SMILEY ROBERTS
 *** Internal Reserve Blues—This is a re-counting of the artist facing most anyone when he facts up to his income tax. It's done in recitative form. (Rand, BM)

*** If I Feel You Don't Succeed (Try, Try Another)—Lytic ballad to keep trying for love. Adequate. (Crane, ASCAP)

Spiritual

KINDY SHEPHERDS
 *** Another Day's Journey—With You—NASHBO 662—Slow and stately is the mood here. Lead singer has a fine church style, and he's enhanced by the chorus and guitar. (Excelsior, BM)

*** Every Year Carols a Number—Even a slow tempo, this one picks up to a rousing finale. Fine performance. (Excelsior, BM)

ANGELIC GOSPEL SINGERS
 *** Youth Me Lord Jesus—NASHBO 664—A fine programming. Church changes are typically good, and the vocal by the group is full of sincerity. (PD)

*** Yes! Nobody Knows My Troubles—Performance of this touching spiritual is a slow tempo, this one picks up to a rousing finale. Fine performance. (Excelsior, BM)

CONSOLERS
 *** Another Day's Journey—With You—NASHBO 661—Sincere reading with plenty of beat and a quickened interest, as the side unfolds. (Excelsior, BM)

*** Some Sweet Day Afternoon—In contrast with flip, this side is more restrained. Good songs with soul. (Excelsior, BM)

Latin American

MFL MORAN-JOSE CARLOS GERRERA OMS
 *** Colorin Colorado (Bolero)—PEG 408—MFL Moran offers a romantic emotion type vocal on this slow and sensuous bolero rhythm. The band gives him a good backing.

*** Maria Encarnita (Ranchero)—Here's a side with a strong Tex-Mex, Rio Grande flavor. Moran again offers the vocal chords in Spanish.

Polka
 *** Famosos Lere Wals—DOMINO 10—A fast waltz waltz instrumented by a polka-band band. Authentic camp sound.

*** Lead Change Polka—A good one for the Midwest and other polka areas. It's an instrumental with authentic styling.

• Reviews and Ratings of New Albums

◆ Continued from page 34

CLASSICAL ★★

swell)—Franz Kowalsky gives the soloists, chorus and orchestra their stirring performance of the monumental music with virtuosity. In the end, the treatment is especially effective. The work has a powerful, heavy reading recorded in stereo also, and other fine recordings are available. The first symphony also receives a more accessible reading.

◆ THE INCREDIBLE GUITAR OF JORGE MONTAÑA

JORGE MONTAÑA 4183. (Stereo & Mono) A beautiful example of the classical guitar. In this case the instrument is used to express a number of familiar and appealing Chopin melodies which more normally would appear as piano music. The selections include Preludes 1, 2 and 3; "Waltz in a Minor," "Etude in E Flat Major" and "The Bird." The guitar is played with such really is a sure sign for a pianist's fingers. This is a handsome production indeed for enthusiasts of the guitar.

COUNTRY & WESTERN ★★

◆ JIMMY OSBORNE SINGING SONGS HE WROTE
 Andie Lamb LP 1527—A package for those who like to hear the songs they wrote. These are in the traditional style. Included are such weepers as "One Buck My Ring," "Fare You Go," "Rockin' I Get the Thorns," and "The Death of the Phoenix." All the material is Osborne's.

INTERNATIONAL ★★

◆ YIPPIE! OF THE ACCORDION—BALALAIKA, DOMKA & ZHILKA
 Paraphrasing—Andrew Oaks of Folk Instruments. Monitor MP 318—The duet is a fine singing instrument, and the children (a small red instrument), along with the balalaika and accordion, get a unique chance to make in general works with folk features here. The music, of Russian origin, is lively and infectious. The result work is remarkable. The unusual result combines the best features of folk music, and extraordinary musicality and creative cover.

◆ YUGOSLAV FOLK SONGS
 Jean Vukobratovic Society Of Chorus
 Monitor MP 317—Folk music fans will enjoy this exciting new set which features Yugoslav folk songs as sung by the chorus and orchestra of the Yugoslav Cultural Artistic Society of Zagreb. The music is at times wild, and at times pretty. There is an explanation in English on the liner about each of the songs.

LATIN AMERICAN ★★

◆ BALLETOS FROM FAJARDO
 Jose Fajardo, Puerto Rico—Chas, bolero, mambo, and variations on these are performed well here by Jose Fajardo and his Cuban All-Stars. The music is light and danceable. Much of the material is unfamiliar, but they are all interesting.

POLKA ★★

◆ POLKA PARTY
 Walt Jurenski Band. Monitor MP 8004—Walt Jurenski's Polka Dance Band cheerfully presents a flock of polkas and

others. The sides are brightly done, and the set could prove a good item in this market. Sound is good. Selections include "Buck Polka," "Easy Does It O'Clock," and "Hop and Jump Polka."

◆ WESOLO DO TANCA

Malaga Winda. OLP. Jay Jay LP 1618—The Jay Jay label specializes in polka albums and this is a fair specimen. Although in ballroom and good humor as some of the product, the album has a good danceable beat. Some of the selections are originally original, and all invite active participation on the dance floor.

◆ REMEMBER ME AND ELEVEN OTHER GREAT POLKA AND WALTZES

Lee Morgan and Midwesterners, Jay Jay LP 1619—Another of the Chicagoan favorites and star groups of WLS become a disc comparison to L17. Wally and other specialties of the art. The band plays the tunes with lots of gusto and many of them feature choruses rather than the usual solo vocals. For dancers it's fine enough material and it should be particularly well in the area where the group's broadcasts are heard.

RELIGIOUS ★★

◆ STANDIN' IN THE NEED OF PRAYER
 Jerome Hines, RCA Victor LSP 2647, (Stereo & Mono)—Hines delivers a variety of Negro spirituals with convincing conviction on assistance from Skitch Henderson. Included are "Glorious Morning," "I'll Sing Away to Jesus," "Sing Low, Sweet Chorus," etc. His presentation is devout and sincere.

◆ BEYOND THE SUNSET

Ted & Gloria Rae, RCA Victor LSP 2183. (Stereo & Mono)—A group of horsey and imitational themes are given lovely and sincere settings by the pair, who are nicely assisted by the Billy Childs orchestra. The set has been effectively recorded in stereo. Lovers of this sort will find the album attractive for "Selections from Beyond the Sunset," "Aiding Love" and "Aidie With Me."

RHYTHM & BLUES ★★

◆ TWO SHADES OF BLUES
 Jimmy Beasley Chameleon Jack DuPre. Andie Lamb LP 1512—A good buy. One outstanding performance by the great blues champion, Jimmy Beasley, while the other side has a selection of philosophic, and often comic "walking" blues by DuPre. Collectors will remain single on this set as "Overhead Blues," etc.

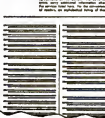
(Continued on page 112)

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April 18 Issue

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MARCH 14, 1960

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THE BILLBOARD

113

CEREAL CO. HYPOS ROGERS, CALGARY

General Mills to Spend \$60,000
On Stampede-Contest Campaign

CALGARY, Alta.—One of the most extensive publicity and promotional campaigns in support of a Canadian exhibition is planned for this year's Calgary Exhibition and Stampede.

It will center around a contest in which purchasers of Betty Crocker cereals through Canada will be asked to guess the weight of Roy Rogers' horse Trigger, complete with saddle and bridle.

The tie-in has been made with General Mills, Inc. of Weston, Ont.

The winners will be 18 families of three who will be flown to Cal-

gary for the Stampede, housed at a dude ranch and given reserved seats for four afternoon and evening performances.

General Mills will promote the project with a \$60,000 campaign in support of the six-week contest. Every cereal box will feature a large "flag" outlining a bucking horse and the dates of the Calgary Exhibition and Stampede, at which Rogers will be started. Added publicity for the Calgary event will come from contest commercials on the Roy Rogers and Lassie TV shows seen by an estimated 8,000,000 Canadians each week.

\$24,000 POSITION

Ben Moore to Manage Baltimore Civic Center

BALTIMORE — Benjamin Moore of Spokane has been named executive director of the \$12,000,000 Baltimore Civic Center Auditorium to be built here. The appointment was announced here by Judge Stanley Sherr of the Baltimore Civic Center Commission.

Moore has resigned his position as manager of the Spokane Coliseum and Spokane Stadium to take the \$24,000-a-year position here. Earlier he had managed arenas at Syracuse, Denver and St. Louis.

Judge Sherr said that 42 persons had applied for the post. They are from all sections of the U. S. and parts of Canada. About 25 of these were asked to come to Baltimore for interviews.

Judge Sherr said the site of the new auditorium is being cleared now and that construction is to start in June. It is expected to take about 18 months. The project is located in downtown Baltimore. The site was selected partly to provide a "shot in the arm" for the city's central area.

Harold Registers Best Lansing Run

LANSING, Mich.—Harold Bros. Circus, operated by Harold Bros., played the most successful run in the 24-year history of the local spangles. Circus was March 3-6. First day, Thursday brought two three-quarter houses at the big Lansing Civic Center. Friday attendance was near-full and at night about 800 persons were turned away. Three shows on Saturday were turnaways. This was the first year for a Sunday performance and a matinee was scheduled. It was a turnaway, and an extra unscheduled show was given at 5 p.m. to about 1,500 people. Total attendance was about 7,000 more than last year's total.

Acts included the Cuneo animals,

the Hildays, Miss Mara, the Rhodins, the Fredins, the Hildays' new Mexican act, Hawthorn Bears, Royal Ice Llamas, Tonio, Cuneo's African elephant, Cuneo's Rocket Car, the Theorons, and clowns that included Bob (Bugsy) McVee, Rollo, Jim Snell, Eddie Yurick, Jr. Romig and Larry Benner.

Staff included Walter Stebbins, publicity; Dick Ware, ring master; Bob Eberhart, back; Rex Ronstrom, drums, and Kitty Ronstrom, organ.

Publicity was exceptionally strong, with press and TV both heavy. Clowns made TV appearances before the run as well as during.

Harold Bros. plays Bangor, Me., April 22-23 and Lewiston, Me., April 29-30.

Iowa State Fair Plans 3 Sets Of Name Acts

B-C Provides Basic
Night Attractions;
Ink Sweeney Races

DES MOINES — The Iowa State Fair here this year will feature three different sets of personalities in its night grandstand show.

Meeting here Monday and Tuesday (7-8), the fair board contracted to buy the base for the night show (line girls, support acts, and music) from Barnes-Carruthers Enterprises, Chicago, reported by Sam J. Levy Sr. and at the same time the board acted to book name personalities to head the show.

The plan is to divide the seven-night run into three segments, two of two nights each and the other of three nights, and to offer a different brace of names or seven names during each of the segments. Approval of some names was made, but no contracts for them were closed inasmuch as confirmation of the dates by the names must first be obtained.

In other attraction action, the board signed for seven programs of auto racing (three big cars, two stocks and one each of jalopy and modified stocks, with Al Swenson (National Speedway); nighty fire works from Theatre-Duffield Fireworks Company, and two performances by the Tournament of Thrills and one by Aut Swenson's Thrillcade.

The board also scheduled two days of harness horse racing.

St. Louis Police Sign Bromfield As Show Name

ST. LOUIS — Television star John Bromfield has been signed as headline for the St. Louis Police Circus, April 21-May 1, it was announced last week by Al Dobrich, producer of his dates. It was learned that the show had negotiated with several persons before finalizing. Bromfield recently appeared at the Sportsman's Show in Chicago.

Dobrich also announced he had signed Capt. Eddie Kuhn's Wild Animals for the series of his dates. Kuhn will be at St. Louis, where other acts will include the Marquis Chimps, the George Hamford Family and Princess Tajana. Jack Joyce's Camels, Harry Kellams, the Geraldos, Cosmo, and the Gents. Dobrich said his efforts to import an act of trained Siberian tigers had fallen thru for this year.

GERDA PEDROLA HURT IN FALL

SARASOTA, Fla. — Gerda Pedrola sustained a serious back in a fall during the act she and her husband were performing at the "Circus Hall of Fame" to return there this season.

SA Special Meet To Set Convention

President Paul Olson
At Huddle of Board, Post-Prexies

CHICAGO — The dates and hotel for the Showmen's League of America's annual Chicago outdoor convention activities will be decided at a special meeting of the League's board of governors and of its past presidents here Thursday night (17).

The special meeting was called by League President Paul Olson following a vote early in February at Tampa by the board of directors of the International Association of Fairs and Expositions to hold that group's annual convention in late Thursday, Friday and Saturday after Thanksgiving Day at the Morrison Hotel here.

Earlier, in keeping with long-standing policy, the Showmen's League had scheduled its activities for the first Sunday, Monday, Tuesday and Wednesday following

Thanksgiving Day at the Hotel Sherman.

For many years the Showmen's League and the IAFE have held their convention activities concurrently in the Hotel Sherman. The action by the IAFE board was made without consultation with the League.

Since the IAFE board decision switch dates and hotel, opposition has been voiced by some fair executives.

Voice Objections

First to go on record opposed to the change was the Michigan Association of Fairs and Exhibitions.

Next, the International Motor Contest Association, governing body of auto racing at a number of Midwest and Southern fairs.

(Continued on page 122)

Magic Mountain Asks Withdrawal of Liens

DENVER — Allen J. Lefferdink, Boulder, Colo., financier, asked creditors of Magic Mountain to withdraw liens totaling \$284,865 against the amusement park he says will go into operation this spring.

In a meeting of the creditors at the park site, Lefferdink asked them to join him in a first mortgage of \$1,200,000 on the partially completed enterprise. They were told that if they will agree to the proposal, Lefferdink will buy up the existing first mortgage of \$238,000.

The new mortgage, under his plan, would be for a two-year period written against \$3,800,000 worth of completed construction. Lefferdink said the park was 77 per cent completed.

Lefferdink said that he put money in escrow for work of the creditors, and that he and they would be paid from this fund as the work is completed. Lefferdink, thru the companies he controls, is the chief creditor of Magic Mountain in the amount of \$528,159.

Public records in Golden, Colo., show that the 33 companies have filed the mechanics liens against Magic Mountain, Inc., and another

Lefferdink-controlled firm, Mid-Continent Development Company. Legal action to collect some of the bills has been started in District Court in Golden. The court records show that a number of the claimants are in the process of consolidating suits to collect money claimed due them.

"We've paid, to date, a total of \$3.8 million on the park in addition to the amount involved in the current lien," Lefferdink said, adding that he and several staff members "have been working diligently in an effort to arrange a final financing for Magic Mountain and efforts are continuing toward a satisfactory conclusion."

Lefferdink said he had advanced more than \$500,000 to help assure completion of the park, and pointed out that when he was asked to aid in its completion 18 months ago, more than 8,000 persons had purchased stock in the company and the project was only 25 per cent complete.

Lefferdink described Magic Mountain as a "year-round complete and said it will open as soon as possible this spring and would have both a summer and winter program for a year around operation.

Allan Herschell Firm Adds Trackless Train

NORTH TONAWANDA, N. Y. — A trackless train has been added to the line of riding devices offered by Allan Herschell Company, Inc., of Buffalo. The president of the firm, announced last week an exclusive sales agreement with the Niagara Frontier Transit System, Inc., of Buffalo. The contract calls for manufacture the new train for Allan Herschell.

Wilson said that the decision to add the trackless train was prompted by an entirely new concept of "trackless train design." The model is a result of more than a

year of research, engineering and development by Niagara Frontier to create a transportation unit for use at its concession at Niagara Falls, N. Y., for the State parks system. Five of these trains will be in operation May 15 to carry sightseers at Niagara Falls. The concession there is held by a Niagara Frontier subsidiary.

Herschell's company said it expected the new product to "fill a long felt need for a product that could provide to zoos, governmental park recreation and tourist areas, shopping centers, and fairs or expositions.

WHAT'S WITH CIRCUS BIZ?

CHICAGO — This and many other questions will be answered in the big Spring Special issue of The Billboard, to be dated April 11.

Other answers will include: How to sponsor a circus, book it, publicize it, build attendance, make a profit. In short, what and what not to expect from a circus.

Other subjects that'll be treated in typical Billboard style will be show business insurance, fireworks, trailers, arenas and auditoriums, food and drink concession information, latest on amusement parks. All these and the long awaited annual highlight of 1960 fair dates, roados and the yearly survey of the ride manufacturing field.

Houston Fat Stock Show Puls 260,000

Weather Cuts Down Early Days;
TV Names, RCA Rodeo Aids Turnouts

HOUSTON—The 28th Houston Fat Stock Show and Rodeo wound up its 12-day run here Sunday (6) with total attendance figures of 260,000 compared with 270,000 last year. Bad weather was given one reason for the drop, which was final in the run.

Early rodeo on Sunday evening was further hyped by the appearance of Roy Rogers and Dale Evans and their troupe in a TV network show that originated during the performance before a full house.

The entire run of the rodeo, which marked a return of Rodeo Cowboys of America competition after several years, was heightened

by television and record names. Included were Michael Ansara, featured in "Law of the Plainsman" and "Gunsmoke," who racked up a one-night attendance mark of more than 9,500. Also on the program were Robert ("Wagon Train") Horton, Eddie Arnold and Dee ("Fast Draw") Wooten.

Jim Shoulters, Henryetta, Okla., champion RCA all-round cowboy of 1959, wound up in a hospital here following a tussle with a Brahama bull. He was in the operating room for over two hours while the medics repaired broken facial bones.

Bill Hammes Shows again provided the midway attractions outside Sam Houston Coliseum.

Nevins Sets Mrs. America Plans, Prizes

FORT LAUDERDALE, Fla.—The 22nd annual Mrs. America Grand Finale, the National "Goshing," who racked up a one-night attendance mark of more than 9,500. Also on the program were Robert ("Wagon Train") Horton, Eddie Arnold and Dee ("Fast Draw") Wooten.

This will mark the fourth consecutive year that the city and its hotel association will be host to the nation's 51 top homemakers and their husbands. Various home-making events will be staged in War Memorial Auditorium which will be converted into the "world's largest kitchen."

Department stores, shopping center, home shows, radio and TV stations and daily newspapers in co-operation with gas utility companies, are conducting the State contests throughout America. More than 150,000 prizes will be awarded including 51 trips to Fort Lauderdale for the State winners and their husbands. Each State winner also will receive a gas refrigerator, automatic water softener, enough asbestos floor tile to cover an area of 225 square feet, a year's supply of products from the Tont Company, and a complete set of Crane Star-Lite accessories for her home, plus other merchandise prizes and trophies.

The homemaker who wins the title "Mrs. America" will receive the newly designed "Huber-Mrs. America" home, valued at \$100,000, which will be fully landscaped, furnished and equipped for year-round luxury living; plus other prizes.

Mills Bros. Assembling New Equip'm't; Acts Due

CLEVELAND—Jack Mills, show manager of Mills Bros. Circus, announced that finishing touches are being put on equipment in winter quarters at Jefferson, O., for the opening on Saturday, April 16. While in Florida Mills inspected the show's new tents at the U. S. Tent & Awning Company. The tents are now on the way to winter quarters.

Harry Mills has left for New Jersey to pick up the five floats constructed for this year's season, "Fairland." While he delivers these to quarters he will leave for Memphis to pick up the new Side

show truck. The 1960 wardrobe has also arrived from Jack's of Hollywood.

The winter quarters crew, under the direction of Felix (Fats) Brazon and Capt. Virgil Sagraves, has already completed the task of remodeling and renovating show trucks and trailers, including the tent wagons, as well as other show property. John (Shorty) Walker is in charge of the mechanical department.

George Hodgdon, director of public relations and special assistant to Jack Mills, has just returned from Massachusetts and set up headquarters in Cleveland. Jack Mills returns from Florida in a few days and will head for South Whitley, Ind., to pick up his new house trailer and the new rest room trailer.

As usual, the new edition of Mills Bros. will feature imported acts, many making their first tour of the United States. Performers from Germany, France and England will arrive in New York on the S.S. America on March 16 and are expected at winter quarters the next day. Rehearsals will get under way for two aerial balls.

The opening performance on Saturday, April 16, will be followed by the annual press and fans banquets.

Eastern Rail Show Rates Upped 6%

CHICAGO—Railroads operating east of Chicago have announced a 6 per cent increase in rates for railroad show trains. Included are the New York Central, Pennsylvania, Baltimore & Ohio, Chesapeake & Ohio and Grand Trunk.

Martin Builds List Of N. E. Fairs

BOSTON—Booker Al Martin got off to a strong early start in acquiring talent contracts for fairs by the time the Eastern association meetings were half finished he counted off a long list of events at which he will be providing attractions ranging from individual acts to complete revues.

Martin claimed the following fairs under contract: Blue Hill, Me.; Tunbridge, Vt.; Windsor, Me.; Union, Springfield, Benzer and South Paris, all in Maine; Lancaster and Kenne, N. J.; Northampton, Littleville, Covington and Spencer, Mass.; Chatham, N. Y.; Fredrickton, N. B. and 10 days of attraction in St. Johns, N. B.

STUNTER STRONG IN MEX.; SOME SHOWS SNOWED OUT

MEXICO CITY—The list of "firsts" experienced by Jack Kochman's auto stunt show continues to grow on the basis of business in Latin America. Kochman last fall put on a show with French Simca cars in the State Fair Coliseum at Raleigh, after mud ruined the track surface. The latest condition faced is snow.

This is the longest venture into Latin America by a stunt unit. In addition to planning a unit in Cuba, Kochman has one in Mexico which will tour thru Central America and into South America. The first 14 shows here played to about 300,000 people under heavy tie-in sponsorship of automotive products. Every Mexico City show was a sellout, the report states. Another first was the cancellation of a few performances in Mexico because of being snowed out.

AFTER 32 YEARS

Paul Moore Retires As S. C. Fair Manager



F. B. RUFF

PAUL V. MOORE

COLUMBIA, S. C.—More than 60 years in the fair business have been terminated in the active sense, with the retirement of Paul V. Moore, secretary-manager of the South Carolina Agricultural and Mechanical Society, which produces the State Fair. He had held the position for 32 years and this accomplishment, together with his age of more than 90 years, placed him in the forefront of America's fairmen.

Moore, now secretary emeritus, is succeeded by F. B. (Buck) Ruff, who has been associated with the event since 1930. For the past 10 years he was treasurer. The new

secretary-manager is a native of Fairfield County, South Carolina, whose family moved to Columbia in 1919. He was assistant State auditor for several years before entering the construction business with Fox Construction Company, Lexington.

Paul V. Moore graduated from South Carolina College in 1894 and in 1902 started farming cotton and other exhibits at fairs and expositions. He took over the management of the Spartanburg (S. C.) Home Show, March 21-24; Green Bay (Wis.) Home Show, May 5-8; and a special showing for Prudential Life Insurance Company, Salt Lake City, May 31 thru June 4.

Two Synopacted Waters units will be featured together for the Indianapolis Shrine Circus, March 31 to April 3, Sheyon reported.

Indoor, Outdoor Dates Outlined for 'Waters'

NEW YORK—Dates are shaping up nicely for Dancing Waters units, with one of the primary contracts being for off-midway locations for the entire Canadian A Circuit—Winnipeg, Brandon, Calgary, Edmonton, Saskatoon and Regina.

Fair bookings are managed by Alfred C. Osborn, who will supervise under-canvas appearances of the water attraction at the Greater Allentown (Pa.) Fair in conjunction with Osborn's Sky Wheel, Dancing Waters will also play the Louisiana State Fair, and repeat its engagement at the Minnesota State Fair, San Shayan reports.

Among other dates are the following: Two weeks over the Easter period at the Manhattan Savings Bank on East 49th Street here; three weeks over Easter featuring two units on the King Cole Shopping Center rooftop, Bridgeport, Conn.; Monday at the Springfield Show, March 18-27; Fredrickton (N. B.) Boat Show, April 6-9; Lakeland Festival, March 14-19; and Easter program at Shoppers World Center, Framingham, Mass. The junior unit, Synopacted

Waters, played the Winnipeg Automobile Show, March 1-3, and is and bars: Banta Family, riding; also set for the Watkeisha (Wis.) Home Show, March 21-24; Green Bay (Wis.) Home Show, May 5-8; and a special showing for Prudential Life Insurance Company, Salt Lake City, May 31 thru June 4.

Two Synopacted Waters units will be featured together for the Indianapolis Shrine Circus, March 31 to April 3, Sheyon reported.

Claresholm, Alta., Cancels '60 Fair

CLARESHOLM, Alta.—Financial difficulties have forced cancellation of the Claresholm Stampede and Fair, scheduled for July 1.

"We just don't have the money to carry on this year," said Fred Seymore, president of the Claresholm Stampede and Fair Association. "We have been reined out the last five times."

Hagen Circus Starts 30-Day Tour of Florida

PENSACOLA, Fla.—Hagen Bros' Circus, with a four-week winter tour of Texas behind it, has begun a 30-day tour of Florida. Manager-Agent Joe McMahon announced the show has a new top big top coming from the U. S. Tent, James M. Cole is to be show treasurer and Mrs. Cole will be concessions checker. Joe Lewis joins with his pit show. Performers include Bob Grubb, horses; Jackson Duo, trampolines; Ortiz Duo, hand balancing; Rafael

Marquez Troupe, aerialists; Tex Maynard, equestrian director and concert, and Buck Lecky, Pets Shum Stampede and Fair Association. "We have been reined out the last five times."

In Texas, the show had four weeks of bad weather and lost the final stand, Edna, because of a seven-inch snowfall. Show opens in Milton, Fla., with Valparaiso, Fort Worth and Marietta to follow. After two days in Georgia, routing.

TALENT ON THE ROAD

Ron Urban Doffs Khaki; Kingstons to Boone Show

Ron Urban, combination ice skater, magician and 'bird trainer', doffed his U. S. Army uniform last week at Fort Sheridan, Ill., and like Elvis, will be back with it from now on. Urban, who carries 15 pigeons in his act, traveled more than 12,000 miles during his two-year term of duty with special services. He recently added a French poodle and a parrot to the troupe and will open June 2 in the Hilton Hotel's Boulevard ice show in Chicago. . . . Following their close at Mr. Kelly's in Chicago, the Kingston Trio will head for the Pat Boone television show in New York and then to California for several weeks to make another album. . . . The Sons are doing pretty good these days. Sons of the Golden West are at the Golden Nugget, Las Vegas, and the Sons of the Pioneers are at the Holiday in Reno. Gaylords are also on the latter bill. . . . Seven Ashbolls are at Reno at the Riverside, and Elsa and Waldo, well known for fat patrons, are at the Cadillac, Miami. . . . Jack Russell, veteran Chicago booker and artists rep, was re-elected president of that city's Artists Representatives' Association.

TV SHOWCASE: Kay Starr and Four Aces set for the Academy Award show March 15. . . . Robert "Wagon Train" Horton guests with Tennessee Ernie Ford March 17. . . . La Compagnie des Marseilles will have their puppets on the March 18 Victor Hugo show along with Jamie Powell. . . . Perry Como hosts Bing and three of the Crosby boys on March 16. . . . Jack Carson becomes an actor on the March 24 "Zane Grey Theater." . . . NBC recently conducted the first in a series of auditions by closed circuit—Hollywood to Hollywood—of young variety performers selected as outstanding by the net's talent discovery program. West Coasters watched monitors to determine whether one of the youngsters fit into upcoming shows. . . . Tony Martin and Mort Sahl join Charlie Byrnes, Chicago March 14.

Mills Brothers, Betty Johnson In Trade & Sport Show Dates

A raft of General Artists Corporation dates are contracted, such as: . . . Paul Anka's turn at the Sahara, Las Vegas, Nev., being continued. The Barry Sisters at the International, New York, are also continued, thru April 3. . . . Lenny Bruce, comic, has a March 10-30 date at the Blue Angel, New York. . . . Rising vocalist Frank D'Rone appears at the March 21-27 at Blinnette's in Boston. . . . Nat King Cole will be at Harrah's, Lake Tahoe, Nev. March 14-27. . . . Bobby Darin's, at one of a British appearances, but is set for the Deauville, Miami Beach, Spring return, opening April 2. . . . Betty Johnson, singer, will headline the Omaha Builders Association show, Oklahoma City, April 3-10.

Mills Brothers are at the Seattle Sports Show March 25-27, then scoot to the Royal Hawaiian Hotel, Honolulu, March 28 thru April 9. . . . Chad Mitchell Trio, vocal-instrumental, will be doubling April 1-3, both at the Walls-Walla (Wash.) Auto Show and for the Elks Club. . . . Tony Bennett's at the New Arena, Pittsburgh, thru Saturday (19). On Tuesday (15) he's on the Arthur Murray TV'er; Dorothy Collins makes the same TV show, March 22. . . . Four Lads guest on the March 30 Perry Como Show, with comics Mary Allen and Steve Rocco visiting on April 6. They'll be at the Roosevelt Hotel, New Orleans, March 17-30. . . . Irwin Kirby, New York.

Ice Follies' Batmen Run Tops '59, Draws 89,777

BOSTON—Shiptad & Johnson's Ice Follies walked up a near-record at the Boston Garden in a 13-day stand which ended Sunday, February 28. In 22 performances the show drew 189,771 customers, which is some 7,000 better than last year.

Excellent weather and school holidays contributed to the good take at this spot which depends on patrons from a 75-mile radius. Without a great advance and only a fair start, the Follies picked up

strongly and finished with a couple of sell-out performances. The show's popularity has been reported newly business at a high level and noted that more tickets were sold this year than usual in the \$3.50 to \$4 range which meant that more adults than before were in attendance. Promotions paid off well also with the Artye Base, several of the grandstand seats reserved for Scouts and religious organizations swelling the total. Two Sunday windup shows did sellout business.

CALIF. MID-WINTER FAIR PULLS 94,929 IN DAYS

IMPERIAL, Calif.—Total attendance at the California Mid-Winter Fair was 94,929 for its 10-day run which ended here Sunday (6). March was 56,000 more in 1959 when the event ran nine days.

Kenneth Hofman, a secretary-manager, said that the fair was available on the various attractions. He added, however, that

attendance at the automobile races, featured on the afternoons of the final two days, were helioted to have set new records. The second day of the grandstand show, produced by George Hunt & Associates of Hollywood, also pulled well, the manager said. Shows were presented on the three days starting Saturday (27) and another three starting Friday (4). A rodeo was

Snyder Reads 25th 'Follies' Plans Recording

BOSTON—Sam Snyder's Water Follies will mark its 25th season as it readies for a tour of the United States due to start next month. This will be followed in November with an Oriental itinerary which will cover the Philippines and Japan. Unique this season is a new music gimmick which will be played at the wet and dry presentation.

Snyder is hiring a new girl singer and will read the numbers she does in the stage segment under his own label to be called "Water Follies." He says the idea came to him at the Oregon Centennial-Pacific National Exhibition and the Brussels Fair dates where patronized if they could buy recordings of the show's singing.

Snyder who is casting with a view to rehearsals in early April has the cast that will tour. The tour of Japan and Manila will be the first for any water show. A company of 40, ballet of 16, two portable pools, as well as props and special effects equipment will be involved.

Newly signed is the new synchronization swim champion, Jill Hall, of Hollywood, Fla. The show will carry five stage acts. Among its six diving champions are Emile Hotte, Canadian; Clive Dyson, Australia, and Roger Nadeau, champion Canadian swimmer and water polo player. Others are in the process of being signed. Buster Keim again will do the production numbers and Mary Dwight will handle comedy.

A new gimmick in water show will be used on this tour with the introduction of surf boards and sand canoes in production numbers.

Fem Contest Linked to N. C. Crack

CHARLOTTE, N. C.—Plans for selecting the first national public relations emissary to represent the automotive industry are announced by the Automotive World's Fair committee, headed by Charlotte's Jerry Ball as executive vice-president.

"Open Stage Traffic" pageant will be held in conjunction with the first annual "World 600" automobile race at Charlotte Motor Speedway, April 29. The competition will be held Thursday night, May 26, at Park Center.

City Condemns Stadium
MICHIGAN CITY, Ind.—This city's stadium has been condemned at least temporarily. That action was taken by City Building Inspector John Lubt after a huge piece of cement fell and broke three bleacher seats near the home ball press box. Mayor Fedder said that the stadium would be restored to safety by early spring.

featured during the first weekend of the run.

Weather for the final days of the event was "ideal" following a rain and a clear Sunday. Low temperature for the final Sunday was 88 degrees.

Midway contract was held by Ona Wladimir's Fair Time Show. It marked the first time the show played the first day.

Hawaiian Circus Wins Huge Crowds

25 Honolulu Turnaways Followed By Big Business in Other Towns

HONOLULU—E. K. Fernandez Circus played to a tremendous house last night for 11 days and continued good business in Waikiki and Hilo.

At Honolulu the tested circuit played 27 performances and all but two were full houses. Lines began forming at 4:30 p.m. for the 7 p.m. shows. Extra shows were announced a day ahead. About 4,000 people caught the opening performance, to set the stage for the continued big business.

Show played Honolulu 19-29, then went to Waikiki for three days ending March 8, and wound up at Hilo, March 10-13.

Highlights of the show were the Wallendas, high wire; Prince El Kilgord, lion; Betty Gorman and Louis Brown, jugglers; Jordan Brown and ballistics; Albert Dix, bears; Flying Vicmas with David Nelson; Melitta and Wicmas, perch act, and La Sikorskas, aerial.

'SERVANT OF 2 MASTERS' Piccolo Tour Spreads Classic Fun Doctrine

NEW YORK—The recently arrived Piccolo Teatro di Milano group has left New York on a tour of the U. S. and Canada with its revival of the old Italian art-comedy "The Servant of Two Masters." The two-week stand at the City Center is their own countless friends. "The Servant of Two Masters" is a comedy they offer to live interpretation of Carlo Goldoni's farce, "The Servant of Two Masters." This work was chosen from among the 350 comedies, tragedies and melodramas of Goldoni, which sustained the novel theatrical mechanism during the 16th and 17th centuries. And it is certainly a wise choice, offering a broad introduction to buffoonery.

The company performs purely in Italian but with such gusto and gesticulating that the language barrier is brushed off early in the performance. Some viewers remain puzzled, however, so midway thru the opening week Jerry Hoffman, Pugsley, and the other actors for a bilingual lecture to make the minimum introductions and comments.

Open Stage Traffic
A platform at center stage, backed by courtyard draperies, holds the performance, traffic in the wings thereby, being exposed and intertwined with the plot. As a result the performers are holding interest even while adjusting costumes and causing the "outstage" acting. This is in the tradition of days when Comedia dell'Arte was popular in marketplaces and on the streets.

"A Servant of Two Masters" is a simple lovers' tale in which mistaken identities and humorous intrigues add to the confusion. And the master Harlequin of our time, Marcello Moretti, captures the admiration of audience and traditional leather masks which obscure much of their faces. But they are not denying the theatrical skill of his actions and the superb humor of his manner.

The play is heavily larded with keener comic stratagems and other visual devices, but Arlecchino the clown servant, dominates throughout. Highlights are a sequence of incredible speed during which he manages to serve dinner to both

suspension; Escalante Brothers, comedy bears; Great Herberio, foot slide act; Lasso, a lion and a lioness; and Coran Edwards and Dele Petron, manage horses. Jerry Eagle was ringmaster. Free act was Rietta, a saw player.

Members of the clown were N. R. Anthony, Ray Barrett, Po Po, Chuckles Facer and Al Goldstein. Guest clowns were Ken Girard and Jim Parker, CFA members here.

Raymond Aguilar's band had George Famera, Irvin Stumph, I' mand Anderson and Bill DeArment.

Sam Alexander's Side Show included: Schotzy, pinhead; Christine, alligator girl; Leonards, knife throwers; Albert Short, rubber skin; Henry Burns, sword swallowing; and La Magician; Marvellous, punch, and Mary Wate. Fat girl, Christine Doto handled the inside and Red Friend the front.

masters at one, and another in which he alone, at once, and hopelessly confuses everything. The dinner is dealt at breakfast pace with the aid of tavern servants, on fingertips, hands and knees, and on Arlecchino's neck and back as he tears from one side of the stage to the other.

Working with the rich tradition of this uninhibited art form, offstage motions are continuous and significant, like actors drawing the audience to cheer their favorites who are arguing bitterly on-stage, become caught unaware as they maintain rises, pass props to the main characters.

'Great Diversion'
All in all this is great diversion for the people appreciative of a change of pace. It is unalloyed theater in the classic vein. Critics, despite the language barrier, clapped it to their hearts. Italians in the audience were beside themselves with laughter, and even those without a knowledge of the language were plenty to chuckle at. It is expected and predicted that viewers at smaller waypoints along the tour of the United States will also find their theatrical hack-grooves enriched by visiting it. Moretti's Arlecchino has been played 210 times in countless theaters of Italy since the group was organized in 1947.

As for Hoffman, who has burst on the international entertainment scene this winter, it marks an auspicious debut. The Italian group had more than a 100,000 audience gross the first week's audience gross approached \$40,000, making the tour a success before it started.

Irvin Kirby

POMONA FAIR ADDS SKI JUMP

POMONA, Calif.—What is billed as the largest ski jump in the world will be a feature at this year's Los Angeles County Fair. C. J. (Red) Johnson, president-general manager, said the jump will be on hand for the 17-day run which opens September 2.

Clearfield, Pa., Aims For Smash Centennial

CLEARFIELD, Pa. — The Clearfield County Fair, annually the first major fair in Pennsylvania, will mark its 100th anniversary this season, William F. Anderson, manager, lists the dates as August 1-6.

A GAC-Hamid production will be presented on the stage along with two special attractions scheduled for Wednesday and Saturday nights. The annual firemen's parade and a fireworks display will open the fair Monday night.

Continuing improvements at the Clearfield Driving Park, which was taken over last year by the borough park authority, new storm and sanitary sewer lines are being laid through the 32-acre grounds and other additions and improvements

are planned before fair week. Last year the Clearfield Volunteer Firemen, sponsors of the fair, erected a new 60-by-200-foot livestock exhibition building.

Edward McCoy is again serving as president of the board while Anderson will be in his second year as manager. James E. Strates Shows continue on the midway.

Lowry Copters To Again Operate At Calif. Fairs

IMPERIAL, Calif. — National Helicopter Service this year will offer rides over fairgrounds for its third season. Jack Lowry, pilot and operator, said here at the California Mid-Winter Fair.

Business at the Riverside County Fair & National Date Festival, which closed February 22 in Indio, was "most satisfactory," Lowry said. During weekends and holidays the company used three ships.

Fares for riders here at the fair, which closed a 10-day run Sunday (6), was \$4 for adults and \$3 for children. National appeared at the Orange County Fair, Costa Mesa, and the Los Angeles County Fair, Pomona, among other dates last year.

Two Indiana Fairgrounds May Be Sold

INDIANAPOLIS—The sale of two Indiana county fairgrounds, at LaPorte and Gosho, are pending in a matter that would total over \$300,000.

Negotiations for the sale of the LaPorte County Fairgrounds for \$275,000 is said to be near completion. The buyer is the LaPorte school board which plans to build a new high school on the site. The expected deal calls for use of the plant this year with a new 60-acre grounds to be ready in time for the 1961 run.

At Gosho, negotiations are being carried on to transfer ownership of the fairgrounds from the city to the Elkhart County Fair Board. The city expects to get \$60,000 for the 50-acre tract, according to Mayor Ray B. Meser.

It paid \$39,000 for the site five years ago. Financing may force a delay in the deal because the fair board is to acquire the grounds over a 10-year, lease-purchase arrangement. If the sale goes thru, the fair expects to spend \$250,000 on a long-range improvement program, according to L. Orville Miller, fair president.

Tyler, Tex., Picks Later Fair Dates

TYLER, Tex.—District Judge Connally McKay was elected president and Bob Murdoch was re-elected secretary-manager of the East Texas Fair Association at a recent stockholder's meeting here.

The 45th annual East Texas Fair will be held September 24-October 1; two weeks later than usual. The new date was set, Murdoch said, to avoid conflicting with fairs at Texas and Abilene. Livestock exhibitors requested the later date, expecting cooler weather to benefit fair show cattle. School band directors and vocational agriculture teachers also preferred the later date to prevent fair conflicts with school openings in earlier September.

Don Franklin Shows will again provide the midway attractions for the fair.

Other new officers of the fair are Vice-Presidents Tom W. Jackson, Rodney Poff, Harold Stringer, Frank Tooke and Frank Kitchner. New facilities planned for 1960 include a livestock barn and extensive remodeling of the fair auditorium where some talent performs during the fair, Murdoch said.

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FAIR-EXHIBITION MANAGEMENT

Seattle Hires Designer For 1962 World's Fair

SEATTLE—Herbert Rosenthal, Los Angeles designer, has been appointed chief designer for the Century 21 World's Fair Exposition to be held here in 1962.

In addition to laying out the general grounds, Rosenthal will also design interiors of many pavilions. Chief among these will be the 160,000-square-foot coliseum, its exterior designed by Paul Thyry, of this city. The building will be used to represent the life of many in the next century and will later be converted to a sports arena.

Rosenthal's plans for the coliseum's interior feature international exhibits displaying technological advances in urban life, transportation, suburban and home life, food, weather, farming, power, industry and communications. The exhibit will be linked with ramps and moving walks, permitting multi-level viewing.

Budgeted at more than \$50 million, the exposition will be located on a 74-acre site one mile from downtown Seattle.

Rosenthal designed the interiors of the Eisenhower Museum in Abilene, Kan., the American pavilion at the Tokyo International Trade Fair and a number of exhibits on industrial materials and processes for display in universities.

Bedford, Pa., Profits From Compact Car Biz

BEDFORD, Pa.—Competition in the compact car business is doing wonders for the Bedford Fair, and also for this community. What has happened is that the fair's huge midway lot is being used for a marshaling yard by a new-car carrier. In addition to producing added revenue for the fair, the activity has resulted in a 21-person local payroll, bringing another \$2,000 weekly in salaries to Bedford.

Last December the fair entered into a contract with Nu-Car Carriers of Chester, Pa., leasing the lot as a terminal point for distribution of Ford Falcons, Mercurys, Thunderbirds and Comets. One company hauls the cars from the plant in Loraine, Ohio, and Nu-Car sorts them on the fairgrounds, then delivers them to States in the East and along the seaboard.

As many as 2200 cars (\$2,000,000 worth) have been stored on the grounds at one time, fair Manager Dick Eichelberger reports, and the turnover is so fast that the city itself has seen nearly countless thousands passing thru, since December. In addition to the carrier's payroll, the town mottos have benefited from the driver stopovers.

The original contract has since expired, but 30-day renewals will carry the arrangement thru to July, then a resumption is slated after the 1960 fair. Prior to this activity, main off-season income was from rental of buildings for equipment storage.

Paris, Tex., Names McCoy; Youth Run Set at Ennis

PARIS, Tex.—Dr. J. W. McCoy, veterinarian, has been elected president of the Red River Valley Exposition to be held here August 22-27. McCoy, former vice-president, succeeds the late Harry Wilson. Robert Glas was elected acting vice-president, even though he is not a resident of Paris. New directors are Thomas Stepi, Gerald Keodey, M. D. Emerson, Ernest Randle and Mrs. Marion Neisler. . . . The Ennis (Tex.) Chamber of Commerce will hold its 20th annual Youth Fair and Livestock Show on April 18 at the Ennis Livestock Commission barn south of Ennis. W. B. Rider Jr. is chairman of arrangements. . . . Richardson (Tex.) Community Fair will be held August 12, has fixed date and all games this year. Last year's run came up with receipts of \$5,000, Roger Pond, assistant fair manager, disclosed.

Pony Trots Growing in N. E.; Fair Circuit Taking Shape

NEW YORK — Broad expansion of pony harness racing is seen for Eastern fairs as a result of deliberations originating at the January State meeting in Albany. Frank Clark of Exford, Mass., and Phil Reid of the fair in Schaghticoke, N. Y., detailed the development of this activity in New England and New York, to the level where a regular fair circuit is being established.

Clark, president of the American Pony Trotting Association, notes that whereas only one track operated in 1956, there were five in 1958, 10 last year, and strong indication of even more participating tracks in 1960. Rules are a modified version of U. S. Trotting Association rules. Horses limited to 48 inches in height. Activities of the pony group have spread to fairs as far as Keene, N. H., and Cumberland, Md., and efforts to form a circuit are succeeding.

For 1960 a starting gate installed on a small car is available. It is stressed that a popular phase of pony racing is the interest it stimulates in junior drivers in such things as horsemanship and track etiquette, and toward this end a summer clinic will be held at a central track with stable facilities. Whereas adults race for money, the youths (both boys and girls) win ribbons and trophies, and plans are to set up scholarship prizes. Schaghticoke has thus far put up the maximum in purse money, \$300 in the afternoon and \$300 at night, using the same officials that served for the regular harness horse events. One starter and one judge cost \$25 each.

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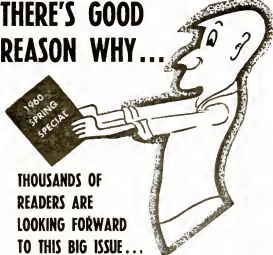


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1960 SPRING SPECIAL

THOUSANDS OF READERS ARE LOOKING FORWARD TO THIS BIG ISSUE...

Be sure to see next week's Billboard for complete details

AMUSEMENT PARK OPERATION

Oaks Orders Sky Wheel; Plan May Revive Saltair

OAKS AMUSEMENT PARK, Portland, Ore., has placed an order for an Allan Herschell Sky Wheel. Robert Bollinger, operator of the park, got a Mid House last week. H. F. Boney, of Lexington, N. C., is building a funspot at a site near DeBarry and Sanford, Fla., and not far from the proposed Circuland theme park. Boney's spot will be Old West Town, which is scheduled to have a Western town, picturesque train and other theme features. . . A public park at Indio, Calif., is to get a scrapped Navy jet plane for kids to play on. . . Possibility of a project at Salt Lake to bring water back to the Saltair resort is being studied by Army engineers and Utah Park Commission. In the past 10 years the shore line has moved away from the resort facilities and left it with no business.

Brill Adds Rabbit; Boosts Novelty Animals on M-G-R's

MERRY-GO-ROUND HORSES are all right, but in the opinion of A. K. Brill, it is the unusual animals that set a jenny apart and draw the first kid customers. The Peoria equipment maker now has added a giant rabbit to his line of figures for M-G-R's. He photographed the rabbit on a Merry-Go-Round at Woodside Park, Philadelphia, then blew the picture up to full size, three by four feet. A sculptor used the blowup to make a concrete original, and plaster molds were made of that. Finally, Brill uses his plastic pattern process to turn out the finished rabbits. Brill cites owners of old Herschell and Spillman machines that came with a pair of giant St. Bernard dogs, saying they don't want to play with the dogs because "novelty animals on Merry-Go-Rounds are always filled."

FRED PEARCE OF WALLED Lake Park, Detroit, chairman of the NAAPPB shooting gallery ammunition committee, writes that he has another deal pending with one of the major amusement companies with regard to furnishing NAAPPB members with a special type of shell that cannot be purchased in open market. He expects to have details ready for notifying NAAPPB members before the season opens. . . Harry Hall-Kenney, NAAPPB member at Victoria, Australia, who paid some of the American funpots a visit last summer, writes that as a result of his American tour, he is planning to establish the first American-style kiddieland in Australia this summer. He says one big obstacle is the excessive cost importing American rides to the "down under country." Taxes, duty and transportation make the total cost of the U. S. products staggering. Says Harry in commenting on the United States kiddielands, "the children are certainly catered for in the amusement field in your country."

John S. Bowman, NAAPPB Executive Secretary.

Jersey Games Controlled by Liquor Chief

ABC Man Confers With Leaders to Set Regulations

TRENTON, N. J. — High commissioner of amusement games in New Jersey is setting up the New Jersey Beverage Commission chief, Howe Davis, appointed by Governor Meyner with the aim of combining games control and the ABC in the same department. His salary has not been decided.

Legalized concession games in New Jersey thereby move forward toward profitable operation this summer. Last year's referendum paved the way for the first such legal recognition in the State's history, after several years of State-wide crackdowns.

Davis is setting up the rules and regulations necessary before anyone can apply for licenses to operate games. He is conferring with industry spokesmen, the New Jersey Amusement Men Board of Trade, whose officers are: Mayor Stanley J. Tunney, of Newark Heights; President, Max Tabul of Atlantic City; vice-president, Fletcher Creamer of Palisades Amusement Park, treasurer, and George Zuckerman of Asbury Park, secretary.

Cite Economy Reasons
Meyner cited economy reasons in naming Davis, and said the commissioner could handle two jobs for little more than the salary of one, greatly less added personnel, and avoid the complexity of organizing a new department. Amusement men opposed being identified in the same category as liquor establishments but went along with the appointment rather than have the government delay his decision past the start of the season, or perhaps later.

CINCINNATI — Jerome W. Greager has joined the picnic promotion department of Coney Island where it was announced by Edward L. Schott, Coney president and general manager. In his new position, Greager, a former oil firm salesman, will help arrange industrial and school outings at Coney.

New! But Old in Appeal

Allan Herschell's revolutionary new steel Merry Go Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G-R's come in five sizes, all with aluminum jumping horses goyly painted by AH artisans.



MERRY-GO-ROUND • MINIATURE TRAINS • BOAT RIDE • KIDNIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • CORTER • MARIO • MONSTER LOCOST • BROWNIE TRACTOR • ROADWAY RIDE • SODDO • TWISTER • TANK RIDE • BUGGY RIDE • 16 CAR CAT • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.



ALLAN HERSCHELL

COMPANY, INC.

NORTH TOWANAWA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

ROLLER RUMBLINGS

By AL SCHNEIDER

THE PROPER handling of Girl Scout classes was a major topic of discussion at the first of a series of regional meetings sponsored by the United Rink Operators recently at Eddie and Marian Smith's new F & M Skating Rink, which opened last fall in Baroda, Mich. The meeting was for the Michigan-Indiana group of URO. In the discussion it was brought out that there has been some tendency toward laxness in conducting such classes. Certain standards should be met in order that each girl becomes eligible for the proficiency badge in skating, it was pointed out. Rules covering the classes were carefully studied and various suggestions designed to improve instructions were made. To aid in establishing uniform methods and standards, invitations were extended to operators to visit rinks at which such classes are conducted. These rinks, and the time of classes, are Blue Plaza, Sturgis, Mich.; Chief's Rink, Big Rapids, Mich.; and Big Wheel, Lowell, Mich., Fridays, 4 p.m.; Palomar, Lansing, Mich., Saturdays, 10 a.m., and Eby's Pines, Baroda, Ind., Wednesdays, 4 p.m.

Members were urged to co-operate with the Roller Skating Foundation of America in its efforts to obtain liability insurance at rates which would not be prohibitive. Following luncheon served by the local American Legion Auxiliary, promotional ideas were discussed.

Next meeting of the group has been tentatively set for mid-April at Coldwater, Mich., with Mr. and Mrs. Robert Kryder, of Dee-Roller-Bok Rink, as hosts. It was also announced that on April 4 Mr. and Mrs. Paul Klutka will at a meeting at their Moon-Glo Rink, Kent, O., for operators in that area.

Attending the Baroda meeting were Mr. and Mrs. E. M. Wise, Mansfield, O.; Mr. and Mrs. Harry Eby, Bristol, Ind.; Dan and Julius Homoki, Dave King and Wayne

Bogue, Kalamazoo, Mich.; Mr. and Mrs. Robert Baker, Lansing, Mich.; Mr. and Mrs. Mel Adams, Charlotte, Mich.; Joseph Wolak, Hammond, Ind.; Mr. and Mrs. Rex Weller, Niles, Mich.; Mr. and Mrs. Fred Bock, South Bend, Ind.; Mr. and Mrs. Rex Shapley, Benton Harbor, Mich.; Mr. and Mrs. Buster Barron, Battle Creek, Mich.; Mr. and Mrs. Neal Johnson, Lowell, Mich.; Howard Engel, Grand Rapids, Mich.; Mr. and Mrs. Perry Giles, Muskegon, Mich.; Mr. Calhoun, Kalamazoo, and Mr. and Mrs. Eddie Smith, Henry Morris and Bob Rudy, Baroda.

Recently welcomed into the URO membership fold were these rinks: Hollywood Roller Bowl, Los Angeles; Just for Fun, McKinney, Ill.; State 8, Cuyahoga Falls, O.; Guys & Gals Skateland, Versailles, O.; Neville Rink, Dromme, Neville Island, Pa.; Dee-Roller Bob, Coldwater, Mich.; South Amboy (N. J.) Arena; Big Wheel, Lowell, Mich.; Red's, Paw Paw, Mich.; J. & D Rink, Kalamazoo; Rock's, Michigan, Ind.; E. & M. Baroda; Roller Dome Club, Hammond, Ind.; Savoy (Ill.) Rink, Max Lubin's Rink, Supply and Skate-A-Rama, Niles, Mich.

GARBRICK RIDES

42 Ft. Ferris Wheel
34 Ft. Ferris Wheel

20 Ft. Chair Swing

16 Ft. Chair Swing

FLYING SAUCER

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Trailer Mounted Kiddie Rides

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42 x 102 IN STOCK
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ALLAN HERSCHELL CO., INC.

700 OLIVER ST., NORTH TOWANAWA, N. Y.

NEW PARATROOPER RIDE

800 PASSENGERS PER HOUR

New version of the traditionally sound

All Star, unique seating arrangement

injection by the Smiths with complete

all new shock-mounted seats with built

in handling for the rider's comfort

for ground installation available. Ground

units may be furnished in 20-foot unit

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MINIATURE TRAINS

5 models with capacities from

14 children

to 240 adults

Write for FREE details

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Plainfield Debut Retained for WOM

RICHMOND — Winter quarters work of the World of Mirth Shows is scheduled to start in April, with the grand opening again set for the Memorial Day period. Equipment will be upped and ready in Plainfield, N. J. on Thursday, May 26. Today Friday's spot is a traditional one, giving the railroad unit a good sendoff every year. The State Fairgrounds here are used for storage.

Routing plans are virtually complete. One Frank Bergen reports. New Brunswick, N. J., will follow the opening date, then the show moves into Connecticut for two weeks, including East Hartford. World of Mirth will provide its array of rides and back-end units for the big July Fourth celebration in Lowell, Mass.

With only one week pending, the list of fairs again holds the promise of a good season. Bangor and Presque Isle, Me., are booked, as is the big Central Canada Exhibition in Ottawa, Rutland, Vt., a major Labor Day fair in New England, follows.

In the South, the show is booked into repeat engagements at fairs in Greensboro and Winston-Salem, N. C., Anderson, S. C., and the South Carolina State Fair, Columbia. Closing date, replacing the Augusta (Ga.) Exchange Club Fair, will be the new Mecklenburg County Fair, Charlotte, for which advance work has been going on since last fall.

It was announced that Mike Roman will operate the back-yard cafeteria previously run by Nora Reinhardt, and will also have the cookhouse and a grab operation. Mrs. Reinhardt is framing a grab stand of her own.

Roma Takes Over Food The Motorcade is being rebuilt and Flash White is rounding up some new equipment for it. The small Girl Show is also getting a complete face-lifting for Joe Boston and Tirtza's operation. Dave Wiles will turn with his Mistril

Revue, and the Chambers Torture Show, Illusion and Monkey Speedway are expected in for the opening. The show office said Walter Wanous, veteran Side Show stand-by on World of Mirth, is returning after a one-year absence.

Arrival of a Jailhouse unit from the Midwest and addition of a second Dark Ride will give the show one of its most potent back end ensembles. Bergen noted, Mrs. H. William Jones will again have the bingo. Richmond Cox will handle publicly for fairs.

Manning Show Quarters Open

SANFORD, N. C. — Winter quarters of the Ross Manning Shows opened here last week with the arrival of owner Manning. Some work was done prior to storing equipment last fall and no serious projects remain undue, it is stated.

CUMBERLAND, Md. — Preparation by George Clyde Smith Shows is of a minor nature this winter because of work done late last fall. Winter quarters will probably not open until mid-April, but Frank A. Norton will have the cable and power truck ready to go before then.

Smith is looking forward to a promising list of fairs, including the Labor Day spot at Front Royal, Va. The fair at Culpeper, Va.,

Mike Doolan Leaves 27G To Four Clubs

CHICAGO — Four show clubs have benefited from the will of the late M. J. (Mike) Doolan, Chicago Kiddieland owner and longtime operator of suburban picnic midways in the Windy City area.

Final disposition of his will was recently made by the Chicago City Bank & Trust Company and checks for \$6,764.26 were sent to four show clubs. Recipients were the Showmen's League of America, Chicago; Pacific Coast Showmen's Association, Los Angeles; Hot Springs Showmen's Association, and the Lone Star Showmen's Club, Dallas. In addition, the balance on two notes from the Hot Springs club were marked paid up.

In all cases the money was earmarked in the will to go into each club's hospital or cemetery fund. Doolan, who was active in all four clubs, founded and operated Green Oaks Kiddieland on the far South Side of Chicago. He passed away June 7, 1957.

Nine Fairs Projected For G. C. Smith Shows

leads off, followed by Front Royal, Franklinville, Va.; Madison, Enfield, Edonton, Ashokke and Littleton, N. C., and Emporia, Va.

Silt dates will follow the usual pattern, preceded by two or three spots for a ride unit in the Cumberland neighborhood. A new show truck, stock truck and two concession trailers will be built to replace the two semi-eliminating the search for responsible semi-drivers. Norton is in charge of

CARNIVAL CONFAB

ROSS SENDERSON, owner-manager of Ross Amusements, infos from Indianapolis, Ind., that they'll hit the road on May 20 for a route that is practically all fairs and celebrations. Says he'll carry 6 rides, 2 shows and 20 concessions on a tour of Missouri and Iowa. Cold and snow have hampered winter work down there, but he expects they will be painted and new lights installed in time for the bow. Staff, in addition to SENDERSON, includes Mrs. SENDERSON as secretary-treasurer; D. B. (Bibi) Hill, general superintendent; and Mrs. D. B. (Evelyn) Hill, publicity. Jake and Carolyn Merriman, owners of Merriman's Circus, recently purchased a new home and tract of land in Middleton, Ill., and will establish a permanent winter base in that town. Merriman also notes that five new spots are on the '60 route.

Mr. and Mrs. George Warren, for many years with the old Snyper Greater Shows, have retired and are living in Houston, Tex., where they operate the Central News Agency in the Pan American Building. Quite a bit of news is tossed around in the agency, which has become a mecca for midway folk who pass thru the Texas metropolis. . . W. A. (Bill) Stacy, who has been confined in the Mississippi State Sanatorium, Stannett, Miss., for several months, reports he's on the mend and expects to be released some time in the spring. Plans are to take out bingo, Stacy's in Ward 6 at the establishment and would appreciate mail.

There was a good turnout of showfolk at funeral services for the late Hattie Wagner. Rides were held before the body was shipped to Chicago for burial in the cemetery plot of the Showmen's League of America. Among those at the services were George Doolan, Bloom, Mrs. J. R. Lovell, Mrs. Tommy Scott, George Duzak, Frank W. Peppers, Mrs. Florence Barfield, Bernie Smucker, Christine Adams and Walter B. Kels. Floral tributes included those from the Miami Showmen's Association, Greater Tampa Showmen's Association, L. Amusement Company, Heth Shows, Peppers All Stars Shows, Shan Wilcox, Joe Burns, Mobile and Shining clubs, and the Jewish Emblem Club.

Frank Joelrine

IMPERIAL (CALIF.) NOTES: Olivia Waldron, owner of Fair Time Shows, received an orbicord congratulating her show opened at California Mid-Winter Fair, Imperial. Gift was from the (Indio) (Calif.) Women's Club, who served its ticket sellers when the show played at Indio Fair. . . Ed Lang, operator of Mom's A. Ad trailers and wheel chairs, want's able to use his show wave radio at Imperial.

Larkin had the bugs at his usual spot on the independent midway for Pat Treanor and son. . . Jerry Cline was one of the new agents there for Treanor. . . Manuel (Gravely) Rezzente, who has been with Alex. Freedman for 15 years, made his top sale in Indio to Jayne Mansfield, who purchased a balloon for her son. Rezzente operated a hooping, marking, and pin game going to the stock show in Tucson. . . Al (Red) Cohn on hand, handling a stand for Cecchini & Leverage. . . Lee Gaudin was again on hand with his snow cone and popcorn stand. . . Johnnie Walker joined Fair Time Shows for the run, helping out J. B. (Red) and Daur and Jim Fay. . . Newt and Dorothy Stone were back at their old stand on the grandstand passway with monogrammed hats.

Miami Showmen's Association Fred and Mickey Pyman also had their usual location with jewelry. . . Lester Howell made the date before moving off to Parker, Ariz. to visit with Jimmy Lynch, show concessionaire who is wintering there. Sam Abbott

Louis Leonard is back in Chicago after a prolonged vacation in

Missouri where he made many of the social visits. . . Mr. and Mrs. Al Kaufman (he's the concession on World's Greatest Shows) are also back home in the Windy City along with Cline.

Pat Purcell, NASCAR general manager, spent part of a day in Chicago on route from Daytona Beach, Fla., to the Windy City. . . Louis (Stretch) Rice and Al Kuntz have reported they'll be in Chicago for the Wednesday (16) meeting of the nominating committee of the Showmen's League.

R. J. Kolva writes that he's currently confined in the Hotel Campbell, Harrisonburg, Va., following a heart attack, and would appreciate mail. Kolva notes he's been with many shows including Ken Perin, Penn Premier, Strates and the John Francis organizations.

Charlie Byrnes

World of Mirth notes: Frank Bergen in better health this winter than he's enjoyed in years. . . Buckley Adams, veteran concession boss, is becoming a Florida home-owner. He'll be with it again this year, as will Clyde Warbentin and Johnny Miller. . . Frankie Schilitz making occasional visits to the New York clubrooms. . . Bud Sollenberger back in Richmond from a Miami stay, to be joined later by his family. . . Joe Boston returning to World of Mirth to handle the Girl Shows and Revue. . . Evelyn Currie, the lion tamer who rased one of her cats back into its cage in Wichita, as shown in a nationally printed photo. . . The well-known concessionaire who's been on shows and fairs coast to coast, with hubby Harry Currie.

Paul Gouffard back from a four-week tour of the South and Havana. . . In connection with his novelty business, Mrs. Catherine Vivos, of Amusements of America has been elected to the board of the "Concentration" and "Play Your Hunch" TV shows last week and had a whale of a time. . . Miami Showmen's Association nominating committee has Harry Model as chairman. Members chosen from the directors are Jim Stable, Jack Essner and John Miller Sr., with Stretch Rice as alternate, and from the body, Johnny Hoffman, Barney (Waverly) Pelley and Barney Tassell, with John Applebaum as alternate.

Irwin Kirby

FLASHBACKS: 10 Years Ago—Al Wagner, owner of Cavalcade of Amusements, announced the Sally Road in head a 20-person show that would bow at Montgomery, Ala. . . J. C. McCafferty disclosed the name of Dodson's Imperial Shows would be changed to ACA Imperial Exposition Shows. Staff was set as Mrs. Art Riley, secretary, and Henry Ward, Kiddieland superintendent. Back and on to the lion Zeke Shumway, monkeys, wild life and makes: Harry Clark, minstrel Jess McCormick, Funhouse; Bill Holt, Girl Show; Clint Noga, Arcades, and Robert Perry, Motorcade. . . Greater Tampa Showmen's Association made the final payment on its clubhouse. . . O. C. Buck added two light towers, monkey show and a Little Dipper for his Troy, N. Y., season's opener.

LAST CALL

CRAFTS EXPOSITION SHOWS

Opens Yuma, Ariz., April 6-10

RISE FOREMEN AND SECOND MEN, REPORT TO WINTER QUARTERS

7283 BELLAIRE AVENUE, NORTH HOLLYWOOD, CALIF.

SHOW LEAVES FOR YUMA APRIL 2

HAVE OPENINGS FOR ELECTRICIAN (TRANSFORMERS), GOOD CARNIVAL MECHANIC, USEFUL PEOPLE IN ALL DEPARTMENTS. Can use 3 more Ticket Sellers.

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CELLIN & WILSON SHOWS

Opening May 28, Petersburg, Virginia

New Still Date Route With Bona Fide Fourth of July Celebration. Fairs Start at Ionia, Mich., August 8, Ending in Jacksonville, Fla., November 19 CAN PLACE—Shows that do not conflict.

CAN PLACE—Any new Major Ride that does not conflict with what we have. Workings in all Departments. Can place a Carpenter and Shop Foreman.

CAN PLACE—Penny Arcade, Long and Short Range Galleries, American Polymetry, Photo Gallery and all Hunky Punks.

WINTER QUARTERS, BOX 787, PETERSBURG, VIRGINIA

BULK VENDING

S. Kreutzer, P. Guynes Key NVA Speakers

NEW YORK—Stanley S. Kreutzer, a prominent New York attorney long active in legal and civic affairs, will be the featured speaker at National Vendors' Association convention, recently re-scheduled for the Bahamas Islands, April 21-24.

Kreutzer will be joined by Paul Guynes, associated with Grant Distributing Company, Dallas, Guynes will discuss methods of distribution in the bulk vending industry.

Still a third speaker, to be announced later, will speak on the subject of juvenile impulse buying. A leading educational figure in the field of market research and psychology of buying will deliver the address.

Prominent Figures

Kreutzer, an attorney for more than 25 years, is legal counsel for the New York bulk vending machine operators' association and is a well-known figure to bulk industry leaders throughout the country. He is also one of the most

prominent and respected members of the legal profession, repeatedly active in city, State and national affairs.

In addition to his private law practice Kreutzer is a senior member of Kreutzer, Heller & Selman, one of New York's top firms, he serves as counsel to the Board of Ethics for New York City and in 1959 was designated a member of the Permanent Administration Committee of the City Hospital Group by the chief judge of the Court of Appeals.

State Legislator

Previously he had been designated by the New York Senate majority leader, speaker and legislative leaders as counsel to the Legislature, joint legislative committee on practices and procedures and drafted the report on payroll practices.

Between 1957 and 1959, Kreutzer was retained by the City Council to represent it in several legal suits and continued as counsel to



Stanley S. Kreutzer

the committee on standards and ethics which formulated the code of ethics for New York City, one of

the first successful efforts of its kind in municipal affairs.

Previously he had been appointed by then Atty. Gen. Jacob K. Javits (now U. S. Senator) as special assistant attorney general in a Suffolk County inquiry and was a member of the New York State and New York City fiscal relations committee by joint appointment of New York's governor and New York City's mayor.

Investigation

He also conducted the Simonetti investigation on behalf of the then Borough President of Manhattan, Robert F. Wagner (now Mayor of New York), which was brought about by the U. S. Senate Crime Investigating Committee hearings under Sen. Estes Kefauver.

Kreutzer is a member of the American Bar Association, New York State Bar Association and its committee on resolutions, New York County Lawyers' Association and its committee on public relations, and the Brooklyn Bar Association, chairman of its com-

mittee on municipal affairs and former chairman of the public relations committee.

He also serves as chairman of the committee on public affairs of the Advertising Club, New York; member of the executive committee of the Citizens Union, New York, having served on its legislative and local candidates committee for more than 20 years; member of the Judicial Bar Conference of the New York State Bar Association, and is president of the Nassau-Suffolk Legislative Clearing House.

Peanut stocks in off-farm positions at the end of January totaled 1,189 million pounds, according to Agriculture Department. About 57.6 million pounds of shelled peanuts (raw weight basis) were used in edible products in January. Some 13.5 million were used in salted peanuts, 12 million in peanut candy, 1.3 million in peanut butter sandwiches, 29.8 in peanut butter, and 1 million in other products.

Smith Brothers Sans Beards Make Business Buzz at Logan

CHICAGO — To most people who have ever stepped in a drugstore, the Smith brothers are a pair of bearded gentlemen who sell cough drops.

To visitors of Logan Distributing Company here in Chicago, however, the Smith brothers are a clean shaven pair of young men who have nothing to do with cough medicine, but are known for their friendly and courteous service to Logan's bulk trade.

Between them, the boys wait on the trade, replenish stock and in-

ventory, repair and overhaul machines, prepare stock for shipment and do just about anything else that is apt to come up in a busy bulk vending distributorship.

Part-Time

The youngest, Wayne, 20, started with Logan working part-time when he was 15 years old and two years ago became a full time employee. Last year, as Logan's business expanded, brother Donald, 24, joined the staff. The pair has now become a familiar sight to visitors.

Perhaps the major portion of the

work is reconditioning cigarette and candy machines, a relatively new phase of Logan's business, started some two years ago.

The boys will completely rework as many as five to 10 of the units in a week, in addition to their other duties. Overhauling bulk machines, also a part of their job, is much simpler and the boys can handle 20 or more a week, depending upon the amount of work involved.

Project

The overhauling of cigarette and candy vendors is a real project. Machines are stripped to the bare components, with all moving parts, unit and glass removed.

The cabinets then go thru what amounts to a regular body and fender shop that Logan has set up to straighten out any dents or deep gouges in the metal.

The cabinets are sanded down and a primer coat of metal paint is sprayed on. The primer is followed by a heavy spraying of finish coat, after which the cabinets are put aside for reassembling.

Steam Clean

Meanwhile, the internal mechanism is completely steam cleaned. The reflector is stripped, moving parts are all gone over, adjusted and reassembled. All other working parts are similarly reworked.

After the mechanism has been completely tested, the units are reassembled and ready for sale.

Overhauling of used bulk vending machines follows the same general, no nowhere near as complicated, a pattern.

Replenish Stock

Machine overhaul, however, is just part of the Smith brothers' work. The pair is responsible for keeping Logan's large stock of charms and machine fill on display in tip-top shape. This involves a daily check and replenishing of whatever stock was sold the previous day, much like the maintaining of racks in a large supermarket.

The entire Logan merchandising set-up, in fact, resembles a supermarket operation. Machines and fill are displayed in a large display room on three-tiered shelves.

Operators are even furnished with the familiar hyper supermarket

(Continued on page 132)



WAYNE SMITH replenishes racks after a day's business. Wire carts are a standard part of Logan's supermarket style operation.



THE SMITH BROTHERS, Logan Distributing Company's crack servicing team, often work together to overhaul cigarette and candy machines, a newly added phase of Logan's business.

"YOU HAVE A GREAT CAPSULE MACHINE . . .
BY FAR THE BEST ON THE MARKET"

QUOTE FROM LETTER IN OUR FILES



You'll say the same when you try

THE GOLDEN 59 SUPER C CAPSULE VENDER

See your Northwestern Distributor or write

THE NORTHWESTERN CORPORATION

2032 E. Armstrong Street

Morris, Ill.



SOCIAL ACTIVITY CENTER at the National Vendors' Association convention will be this king-sized swimming pool at the Grand Bahama Club, on Grand Bahama Island, just 55 miles off the Florida Coast. Informal business meetings are planned at poolside. The pool, 185 by 90 feet, has two adjoining kiddie wading pools, a pair of glass fountains that light up at night, and a "Witches Light" cocktail bar. The bar's name is based on an island legend which purports that witches or pirates used similar lights to lure hapless mariners to dash their crafts against the island reefs.

BIG NEW VARIETY MIX

Loaded with CHARMES and GIMMICKS

OVER 400 VARIETIES by actual count, mostly PLATED, MOSTLY GIMMICKS.

5,000 and up...\$4.50 per 1,000
1,000 to 4,000...\$5.00 per 1,000

F.O.B. Jamaica, New York.

A factory-fab of different GIMMICKS and SERIES, adding up to OVER 400 VARIETIES — compared to ONE PURCHASE — ONE BIG VARIETY MIX.

SAMUEL EPPY & COMPANY, INC.
91-18 346th Place, Jamaica 28, N. Y.

Wheaton New CAVA Prexy

LOS ANGELES — Ivan P. (Pang) Wheaton Jr. was installed as president of the California Automatic Vendors' Association, succeeding B. J. Grenier, who did not run for re-election after serving four one-year terms.

Also installed were Ted Nicolay, vice-president, and Charles Mananiano, secretary-treasurer.

New directors include Harold Dahl, E. F. Stanton Jr., Harvey Westfall, Al Weymouth and Tom Young as honorary. Operator directors are Herb Hyman, Fred E. Jahnke, Jack Powell, Arthur Stein, William Tracy, Ivan Wheaton Sr. and Grenier. Wheaton Jr., Nicolay and Mananiano are automatically members of the operators' portion of the board.

DENVER FLICK IS TOP SPOT FOR BULK OP

DENVER — Frank Thorwald, veteran Denver bulk operator, reports excellent results from vending machine locations in a North Denver theater. One of the few such in the Colorado capital, the theater location is large enough for six machines and provides a welcome attraction for children who have only a few pennies to spend, and adults who have a sweet tooth but who do not want to eat an entire candy bar or ice cream bar. Thorwald won this important location by pointing out the need for "odd change" vendors in addition to the standard refreshment counter in the theater lobby.

BILLBOARD HONORS '59 BULK VENDING LEADERS

CHICAGO—Two leaders in the bulk vending industry were presented award plaques last week by The Billboard for their contributions and work in the field. The group has previously been cited as "Bulk Vending Newsmakers of 1959" (The Billboard, January 4). The award winners and their citations were:

- EVERETT GRAFF, NVA president and National Vending Machine Distributors' Association's director led Texas tax fight and developed regional meeting concept to smooth manufacturer-distributor relationships.
- MILTON T. RAYNOR, Led National Vendors' Association's tax and licensing battles, pushed fight for industry standards and sanitation.
- JANE MASON, National Vendors' Association's convention secretary and general industry sparkplug, figured prominently in NVA's growth.
- MOE MANDELL, NVA exhibit committee chairman, NVMDA president, key distributor spokesman for East Coast trade and noted for developing operator standards throughout area.
- BERT FRAGA, NVA treasurer, NVMDA director, key spokesman in distributor organization and leading industry figure throughout Northwestern United States.
- JACK NELSON, NVA reservation committee chairman, NVMDA vice-president, largely responsible for distributor group's policies and leader in helping develop small operators.
- ELLIOTT LEVY, One of industry's most progressive operators and secretary of NVA, retired from bulk vending business late in 1959.
- DON MITCHELL, Partner with NVA counsel Miloo T. Raynor, taking growing role in association leadership, developed new product liability and property insurance programs for members.
- ROGER FOLZ, NVA vice-president, New York Bulk Vendors Association's president, led East Coast license and tax fights and started Florida operator association.
- ROLEF LOBEL, NVA convention chairman, re-elected by acclaim, received association plaque for outstanding contribution to industry and leader in convention planning.

MAKE YOUR OPERATION MORE PROFITABLE

It's here — the new Gold Medal Automatic Popcorn Vender. The best value in popcorn vending machines.

Modern design, Unlimited construction, Vendors, two models or a dime, National slug rejector.



POPCORN VENDING WILL BRING BIG PROFITS TO YOU

Make up to 16¢ profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 40" low cost. Only \$295.00 f. a. b. Cincinnati.

GOLD MEDAL PRODUCTS CO.

308-18 E. THIRD ST. CINCINNATI 2, OHIO
For over 25 years the most respected name in the Concession Industry.

JUMPING BEANS . . . with painted faces, plenty of action . . . low, low price of \$5.00 per M for 5 M or more — \$6.00 for less than 5 M.

SURE LOCK, the perfect capsule, Patent No. 2743411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

Free illustrated sheets on all feature Chormes, Bulk and Bulk Chormes.



The PENNY KING Company

2330 Wilshire Street, Pittsburgh 8, Pa.

World's Largest Selection of Miniature Chormes

ATLAS MASTER . . . The proved 10-c Vender

Ask About Our ATLAS Plan



Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 10c-5c coin mechanisms.

WE HAVE oak's "PREMIERE"



Below are listed factory authorized dealers.

AMERICAN WEST
1001 Tenth Street
Boulder 20, Massachusetts

BIRMINGHAM VENDING
3401 1st Avenue, North
Birmingham, Alabama

BUYMORE SALES
418 Bayview Avenue
Lawrenceville, Ga.

DALE BOSTON, I.C. LTD.
1000 Avenue Street
Vancouver 2, B.C., Canada

SAFETY VENDING SUPPLY
2871 West 40th
Burlington, Ont.

N. H. HUTCHINSON CO.
1746 N. Decatur Road, N.E.
Atlanta 2, Georgia

IMPORTED VENDING
300 North 3rd Street
Baltimore 2, Maryland

ESSEX DISTRIBUTING CO.
2500 West Division Street
Chicago 22, Massachusetts

MUSKOGEE VENDING
3218 Eighth Street
Tomball, Texas

RAK SALES COMPANY
2023 5th Avenue
Pittsburgh, Pennsylvania

RAK SALES BY FLORIDA
2125 - 7th Street
Miami Beach, Florida

OPERATORS VENDING
2023 South Grand Avenue
Los Angeles 18, California

QUEBEC VENDORS CO.
100 Commercial St. West
Montreal, Quebec

YACCO SALES
100 North 3rd Street
Baltimore 2, Maryland

BAKE COIN MACHINE ETC.
825 E. 10th Street
Pittsburgh, Pennsylvania

JACK SCHENCK
216 10th Street
Brooklyn, New York

SOUTHERN AGRICULTURAL
200-2000 1st Avenue
Charlotte 8, N. C.

STANBURY SPECIALTY CO.
1000 4th Avenue
Oakland, California

STAR VENDING SUPPLY CO.
8127 Columbia Road
Houston 21, Texas

YACCO SALES
100 North 3rd Street
Baltimore 2, Maryland

OAK MANUFACTURING COMPANY, INC.
15411 Northgate Avenue, Culver City, California

\$25 DOWN

Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by

WATLING

Manufacturing Company
4541 W. Lake St. Chicago 24, Ill.
Est. 1899. Telephone: Columbia 1-2772
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ABP

MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

when answering ads . . . Say You Saw It in The Billboard

COIN MACHINES

Industry PR Group Changes Name to Coin Machine Council

CHICAGO—Executive committee members of the Information Council of the Coin-Operated Equipment Industry voted last day (5) to change the name of the industry-wide public relations group to the Coin Machine Council, for public relations.

First chore of the CMC is to sell the public relations program to the industry. The initial effort is being borne by a few manufacturers, some distributors, the Music Operators of America and

the National Coin Machine Distributors' Association.

Executive committee members agree that if the effort is to be successful, it must have widespread support from operators and distributors throughout the nation.

Dues structure for operators was set at a minimum of \$5 and a maximum of \$50, with \$10 and \$25 classifications. It would be up to the operator to determine to which classification he belongs. Affiliated membership (which

applies generally to suppliers) is set at \$25, \$100 and \$250. Manufacturers pay annual fees ranging from \$300 to \$1,000, depending on their volume of business.

Elected vice-presidents of the Coin Machine Council are: for public relations, were John Blotta, Newark, N. Y.; E. W. Holyfield, New Orleans; Harold Lieberman, Minneapolis; and George A. Miller, MOA president.

Other officers, previously elected, are Lou Casola, Rockford, Ill., president; Herb Jones, Bally Manufacturing, secretary; and Herb Oettinger, United Manufacturing, treasurer.

PR Council

The public relations firm of Herbert M. Kraus & Company has been retained as counsel for the group. While the initial work of the Kraus organization will concern itself with membership, its principal function will be to tell the story of the coin machine industry in newspapers, magazines, radio and television.

A finance committee, with Herb Oettinger, United Manufacturing, as chairman; Lou Casola, CMA president; and Bob Sifer, National Coin Machine Distributors' Association, executive secretary, as members, was named.

Among the meeting were: Clint Pierce, Broadhead, Wis.; Art Weinand, Chicago Dynamics; Ed Ratajick, AML; Les Montooth, CMA; Bob Sifer, CMA; Herb Jones, Bally; John Blotta, Newark, N. Y.; Herb Oettinger, United; Lou Casola, Rockford, Ill.; Sam Lewis, Willamette Manufacturing; Aaron Stensfield, The Billboard; and Lee Brooks, Cashbox.

EDITORIAL

Help Wanted—Yours

Last Saturday a group of dedicated men met in a Chicago hotel room. The purpose of their meeting was, in part, a selfish one; each man was concerned with the future of his business, and each man realized that unless action is taken, there might not be any business about which to be concerned.

The group has a new name. It's the Coin Machine Council, for public relations. The purpose of the group is clearly stated in the title—to do a public relations job for the industry—their industry and your industry.

Right now, a handful of men are carrying the load. They are giving freely of their time, money and efforts. So far, they have been successful in getting the framework of a public relations program organized. But that's about as far as they go without your help.

If you haven't suspected it by now, this editorial is going to be a pitch for money. But before we ask you to pull out that checkbook, we'd like you to know how the money will be spent.

It will not be spent in getting legislation on either the federal, State or municipal levels.

It will not be spent to do a whitewash job for any corrupt elements attempting to gain a foothold in the industry.

It will not be spent to fight the legal battles of any operator, distributor or manufacturer.

It will be spent to make sure that the industry gets a fair shake in the mass media.

It will be spent in disseminating the facts to newspaper and magazine editors and to radio and television stations.

It will be spent to educate the makers of public opinion to the fact that members of the industry are engaged in the legitimate enterprise of selling low-cost entertainment to the public. It will be spent in getting across to the public that the vast majority of men in the industry are decent, hard working people.

The misconceptions held by editors, reporters, radio and television newsmen and the public in general will not die easily. The stereotype of the juke box or amusement machine operator as a corrupt influence on the community is held by too many Americans.

Truth is generally the best antidote for these misconceptions, but it takes long periods of time and costs large amounts of money to spread the truth.

Neither the executive committee members nor the public relations firm enlisted to represent the industry know exactly how much time or how much money it will take.

But they do know this: Without support from a majority of operators, the program doesn't have much chance of success.

During the next few weeks you will be solicited for donations by the Coin Machine Council. Operators who haven't been asked for contributions of from \$5 to \$50. How much you care to give will be up to you. Give what you can afford—but please give something.

European News Briefs

Wurlitzers Now Made in Italy

LEGHORN, Italy—Wurlitzer is carving a headachin' head for an invasion of the European Common Market. The Italian concern of Notomati, Wurlitzer general agents for Italy, has started production of Wurlitzer juke boxes under license. Notomati intends proceeding for the Italian juke box boom and expanding into production for the six countries of the Common Market as the market takes shape.

Dutch Court Rules on Copyright

THE HAGUE, Holland—The court at Leeuwarden has issued a decision sharply restricting grounds for prosecution of music copyright infringement.

The court has ruled that, in general, location owners, operators and patrons cannot be prosecuted for copyright infringement involving juke box records.

GUMA, the Dutch copyright organization corresponding to ASCAP in the U. S., had petitioned the court for a ruling that patrons, as well as operators and location owners, can be prosecuted for playing juke box platens upon which the copyright fee is unpaid.

The court ruled, however, that patrons were liable only when they had prior knowledge they were playing a record involving copyright infringement.

But the court said the patron cannot be expected to investigate the copyright background of a juke record. The court decision added that prosecution can only be undertaken where it can be proved that patron, operator and site owner collectively violated the copyright law knowingly and openly.

Coin Firms Set for Paris Show

PARIS—France's coin machine industry is planning to turn out in force for the 1960 Paris Fair, which will be held May 14-29 at the exhibition grounds near Porte de Versailles. Every major French coin machine producer has reserved space, as have firms from West Germany, the U. S. and Britain.

Treuten Resigns German Post

HAMBURG, Germany—Franz Treuten has resigned as chairman of the North German coin machine operators' association for reasons of health.

The association's annual meeting voted Treuten, a Hamburg coin machine pioneer, a resolution of appreciation for his "tireless devotion" to the association and elected him honorary chairman.

Carl-Heinz Muechow, a psychologist specializing in social issues and youth, to produce the amusement area program for Dr. Kogon's regular TV program, "A Glimpse at the Present."

Coin Machine TV Documentary

HAMBURG, Germany—West German TV carried a program documentary on this country's coin-operated equipment recreation area.

Dr. Eugene Kogon, a prominent commentator and publisher of a monthly magazine of current affairs, joined with Dieter Koch and Hans Heinrich Muechow, a psychologist specializing in social issues and youth, to produce the amusement area program for Dr. Kogon's regular TV program, "A Glimpse at the Present."

The film was made in a typical amusement area at the peak evening hours, a hall with coin games, juke boxes and the legalized diluted pay-out machines with a jackpot limit of 25 cents.

The patrons shown on TV were a cross-section of laborers, truck drivers, brick layers, bakers and trades apprentices. The majority visited the area twice weekly and spent 35 cents an evening (comparable with average weekly wages of \$15).

The program interviewed a number of typical area patrons. The majority said the amusement area was the only pleasant place they could meet friends without going to a bar.

The program presented the amusement halls in a light sharply contrasting with the den-of-iniquity treatment habitually laid out by the German press generally.

It is taken as evidence by most of the coin machine industry that enlightened public relations can end the press-industry feud.

BY REN GREVATT

NEW YORK — Despite the fact that an air of controversy continues to surround the subject of a compatible stereo record, highlighted by a statement last week from the engineers committee of the Record Industry Association (RIA) that the compatible stereo disk is no closer to reality than it was two years ago, juke box interests, including district and operators, are showing keen enthusiasm for the development.

This year, The Billboard published an exclusive report of development work done on a cutting method which would produce a stereo and a monaural recording on the same pressing. The work was carried out by engineer Les Cahane of Belmont Recording Studios, here, employing the so-called Fairchild cutting process. Design Records has tested the disks in stores over a period of months with what is alleged to be considerable favorable response.

At the time of the unveiling of the new system, a great stir was within the music trade. Engineers, who would normally not be expected to be of a compromising turn of mind, attacked the system because they alleged the process resulted in a substantial loss of low frequency response. On the other hand, there were many others who felt that these frequencies were "the ones you can't hear anyway." Only a small fraction of the total market has the kind of expensive home phonos that would

reproduce these lows anyway, they argued.

Mixed Reactions

Record companies and dealers, the ones who would ultimately derive great benefits from compatible records, viewed the RIA statement with mixed reactions. In this case the explanation was simply that there is a great deal of inventory pressed and in dealers' hands, both stereo and monaural which would tend to be

quickly obsoleted should the compatible idea take hold.

Despite these counter-currents of opinion, responsible elements within the juke trade are known to be highly enthused over the coming of such records. Meyer Parkoff, head of Atlantic New York, Seeburg outlet here, noted: "It would really help us, believe me. Operators who haven't been able to get stereo records would

(Continued on page 145)

Juke Box Interest Still High On Compatible Stereo Disks

Trade Pays Final Respects to Al Stern, World Wide Founder

CHICAGO — Funeral services for Al Stern, 50, founder and president of World Wide Distributors, were held Friday (11) at the Westminster Chapel here. Stern, a 25-year veteran of the coin machine industry, died suddenly Wednesday morning (9).

A leader in philanthropy as well as industry activities, he was president of the Edgewater Heart Association, an organization which assisted people who needed surgery for heart diseases. One of the policies of the Edgewater Heart Association was to provide free heart surgery for all members of the coin machine industry who needed it.

Stern was also active in the

Sharre Tikvah Temple and served on the board of directors.

In 1946, he founded World Wide Distributors, a Chicago-based, Ota line of automatic phonographs and several game lines. Prior to that, he was connected with Atlas Music and Monarch Distributors here.

Officiating at the services Friday were two of his close friends, Rabbi Gutstein and Cantor Lord of Sharre Tikvah. A large representation of coin machine people turned out to pay their final respects.

He leaves a widow, Ruth, and three sons, aged 25, associated with World Wide; Dr. Mark, 27, on the staff of the Cedars of Lebanon Hospital, Los Angeles; and Loren, 17, a student at Evans-ton High School.

TRADE LEADERS GIVEN PLAQUES BY BILLBOARD

CHICAGO—Ten industry leaders this week were presented plaques by The Billboard in recognition of their contributions to the coin machine industry. The men were previously cited as "Newsmakers of 1959." Legend on the plaques read:

- **AL (SENATOR) BODKIN**, Spark-plugged the move of the New York State Coin Machine Association to form its Public Relations Committee and worked with leading civic and church figures to put a youth program into operation.
- **LOU CASOLA**, Gave untiringly of his time and talents to help organize and head the Information Council of the Coin-Operated Equipment Industry. Also showed the way to diversification by entering full-line vending.

• **AL DENVER**, For years a fighter against corrupt elements who have attempted to infiltrate the industry, capped his efforts by telling of the operator's plight before the McClellan Committee and helped that committee expose hoodlums.

• **HOWARD ELLIS**, President of the Nebraska Music Guild and vice-president of MOA, Ellis was a leader in the fight against the proposed ASCAP legislation and was active in the efforts of the NMGO to give assistance to victims of cerebral palsy and to retarded children.

• **DAVID GOTTLEBERG**, Head of the manufacturing firm bearing his name, made a cash contribution of \$750,000 for a 120-bed, non-sectarian hospital in Leyden Township, Illinois. Witnessed the ground breaking for the hospital in June.

• **GEORGE MILLER**, President of the Music Operators of America, led the fight against ASCAP legislation. Gave untiringly of his time to help organize an industry-wide public relations committee.

• **DAVID ROSEN**, Prominent Philadelphia distributor, a leader in the drive for the Variety Heart Fund and a pioneer in setting up teen-age centers for coin machine recreation.

• **JACK ROSENFELD**, Veteran St. Louis distributor, founded the concept of coin-operated teen-age youth centers and did much to aid in the spread of these institutions through the nation.

• **JIM STEVENS**, Thru his hard work in the West Virginia Music Operators' Association, rose to the presidency of that group.

• **LEON TAKSEN**, Harrisburg, Pa., operator organized the Amusement Machine Operators' Association of Pennsylvania, which, in the period of one year, grew into an articulate and potent trade group.

Country	No.	Value	Used Phonographs	Value	Amusement Games	Value	No.	Totals	Value
Belgium	211	\$152,591	147	\$4,853	970	\$108,282	1,328	\$310,726	
W. Germany	293	172,948	44	24,684	436	44,661	77	242,293	
Venezuela	45	44,129	6	4,214	2,068	120,450	2,119	168,793	
Canada	118	83,668	3	1,675	298	37,071	419	122,414	
U. Kingdom	27	20,421	—	—	146	25,886	173	46,307	
Denmark	50	37,458	—	—	—	—	50	37,458	
Netherlands	1	830	32	12,935	256	16,469	289	30,234	
Norway	41	29,345	—	—	—	—	41	29,345	
Sweden	10	8,217	—	—	57	19,657	67	27,874	
Austria	—	—	30	27,210	—	—	30	27,210	
France	16	6,316	—	—	39	15,325	55	21,641	
Ecuador	23	16,669	—	—	10	3,370	33	20,039	
Switzerland	16	11,930	—	—	19	7,067	35	18,997	
Brazil	2	1,600	—	—	20	14,337	22	15,937	
Honduras	6	4,752	15	10,690	—	—	21	15,442	
Nan. Is. (Pacific Base)	17	14,422	—	—	—	—	17	14,422	
Italy	30	9,178	—	—	4	3,247	34	12,425	
Other Countries	58	34,777	104	30,946	257	34,542	419	100,265	
Totals	964	\$649,251	381	\$162,207	4,580	\$450,364	5,925	\$1,261,822	

'59 Exports Slipped \$2½ Mil.

By KEN KNAUF

CHICAGO—An Export of U. S. juke boxes and games dropped off more than \$2½ million in dollar volume last year, continuing a gradual decline that began in the 1958 year following 1957's record near-\$25 million.

With the final 1959 month's report from the U. S. Department of Commerce, figures for the year show juke and game volume totaling \$18,808,766 on 51,829 machines. This compares to \$21,393,824 on 59,122 machines in 1958.

Exports had skyrocketed year by year thru the Fifties, hitting their peak in 1957. Then, with hungry markets apparently filling, demand slackened off.

All Categories Down

New Juke boxes, used juke boxes and games divided slices of the \$2½ million drop fairly evenly.

New juke exports dropped from \$11,664,266 to \$11,019,824 (\$644,442 off). Used juke sales (\$546,240 off). Juke sales (\$546,240 off). Games back-tracked from \$7,117,028 to \$5,645,133 (\$471,895 behind).

Why the drop, and what does the future hold? Also as many as 20 different factors could be mentioned as contributing to the gradual decline, perhaps the principal factor is also the easiest to understand: A 10-year pumping of coin machines to foreign markets that had to trail off as markets filled up.

Boom Over

Is there room for more U. S. machines overseas? Of course, but the boom appears over, at least for a few years. Foreign traders are getting more and better domestic machines as the months go by, and these are sure to cut into import needs.

But U. S. juke, and particularly U. S. games, are still internationally regarded as the best that money can buy—even the they usually require more money. Such a reputation, acquired over a 10-year period, has not easily upset and is not endangered until foreign products draw alongside them in quality. European producers—particularly the Germans—pose such a threat, but are not likely to replace their aims this year or in the near future.

Gains & Reversals

Trade restrictions, always a nagging to importers and exporters in the coin machine trade, eased up in some areas but tightened in others last year. Most serious loss was the Italian game market, where U. S. pin games drew down from government authorities. Top pick-up was made in Britain, where, restrictions on U. S. coin machine imports imposed since the war, were lifted. Latin American nations generally cut back their coin

import quotas from previous years. With the tightening about equaling the loosening, over-all results remained nearly the same.

The 1959 year saw Britain climb back into the top 10 coin machine import markets and Italy drop gradually down the list. But Belgium and West Germany continued to account for the top run of month by month, with Venezuela, Canada, Switzerland and the Netherlands almost always among the top markets.

The Scandinavian countries expanded their U. S. coin imports and appear to be on a continuing upward swing in that respect. Britain is looking for improvement, and a number of other markets not previously noticed on the export charts are popping their heads in the door.

Games New Attraction

While juke boxes have been a familiar item to most nations, U. S. amusement games are only now beginning to take hold in many countries. It may well be that this year could start an international boom in games. Britain, particularly, is showing strong interest in U. S.-type coin-operated bowling alleys, seldom seen in the Isles heretofore. While the juke box market in Britain may be to large extent a replacement market, games are a fresh attraction with a relatively virgin territory.

All months of 1959 topped the \$1 million volume mark, with the best run in April—nothing juke above \$2 million mark. In 1959 month hit \$2 million, with the monthly average running to \$1,567,305 compared to the 1958 average of \$1,782,818.

The December 1959 shipments, issued last week by the U. S. Department of Commerce, hit \$1,261,822 on 5,925 machines. This is under the November volume of \$1,551,551 on 4,390 units. (See chart in this section.) December's vending machine shipments (not included in figures above) made \$323,738 on 4,651 units.

Each of the two final 1959 months were below the 1958 monthly average, and below the 1959 monthly average. Some im-

provement can be expected in the opening months of 1960 which will be reported as figures are issued beginning in about 30 days.

A. JOHNSON, 53, DIES SUDDENLY

CHICAGO—Funeral services for Arnold Johnson, 53, board chairman of the Automatic Canteen Company, were held here Saturday (12) at the Fourth Presbyterian Church. Johnson died two days earlier after collapsing at the wheel of his automobile at West Palm Beach, Fla. Johnson is best known in the automatic photograph industry because of Canteen's subsidiary, AMI, a major manufacturer of juke boxes. He was also president of the Kansas City Athletics and a director of 20 corporations.

Pa. Op Assn. Completes Organization Changes

HARRISBURG, Pa.—The Amusement Machine Operators' Association of Pennsylvania has made several organizational changes in hopes of knitting a stronger group.

Leon Taksen, manager of the Pennsylvania AMOA, announced today that the organization's board of directors would be doubled in number from 18 to 36. This means each county represented in the State group will have two repre-

sentatives instead of one on the board.

Another drastic change will be the dropping of the monthly general meeting. The membership as a whole will meet only "three or four times a year" in the future. The board of directors, however, will continue to meet once a month.

Board Set Policy

"Under our new setup," Taksen explained, "the board of directors will do most of the work. They will be the policy-making group. The only time the entire membership will be summoned for a special meeting more frequent than three or four times a year will be in the event of something really important comes up."

The first meeting of the new enlarged board of directors will be held Wednesday (16) at the Blue Ridge Country Club just outside of town.

The last of the monthly membership meetings was held Wednesday (15) at the same place a week ago (2). The guest speaker was Paul Forte, executive director of the Pennsylvania State Tavern Association.

Forte Talk

He told the group that almost all of the members of his group have machines of the amusement machine companies' organization members on location in their taverns. Forte urged close co-operation between the two associations and said that this would bring beneficial for all concerned.

The tavern unit head pointed out that the amusement group was still in its infancy and that it could profit from the experience of his group. He pointed out that the two associations face many common problems.

The amusement machine men told Forte that they appreciated his efforts.

Taksen said that his group is adding more operators and distributors each week.

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The World's First
All-Purpose Phonograph
Versatile Dependable Profitable

Write TODAY FOR SPECIAL Rates and Information FREE: Gifts • Radio • Parking Air Conditioned • Duvelling Entertainment Night Homecoming Club

Cokeville Club and pool

MIAMI BEACH, FLORIDA

Special rates Jan. 32 to March 30 per person, double occupancy, \$10.50 per person, single occupancy, \$7.50 per person, triple occupancy, \$5.50 per person. March 31 to May 31, \$8.50 per person, double occupancy, \$5.50 per person, single occupancy, \$3.50 per person.

MIAMI BEACH, FLORIDA

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MARKS THE SPOT TO BUILD PROFITS

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Record Service

Guaranteed immediate delivery in one prompt, no-charge shipping, anywhere in the world, any label, any size.

Master Sales' has it all!

DISTRIBUTOR WHOLESALE

Nothing over!

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• Albums

• Tapes

• Accessories

45 R.P.M.

60¢

33 1/3 R.P.M.

\$2.47 \$3.09

\$3.71

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Musical Sales Bldg.

Seaboard Bldg. for Md.-Va. D.C.

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Holds
the
TOP
LOCATIONS
for you

Wurlitzer has combined peak play-stimulating cabinet beauty, true stereophonic sound and service-saving quality to a degree never before attained. It's an unbeatable combination for getting and holding high earning locations.

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*World's Greatest
Money-Making
Music Systems*

THE WURLITZER COMPANY
NORTH TONAWANDA, N. Y.
Est. 1859

The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

[illegible]

BOWLERS & SHUFFLES

BALE

ABC Bowler 7:55	5	223	Cyclone 10:50
ABC Bowling Lane			Dodge Bowl
12:58		225	Alley 7:57
ABC Super-Deluxe		475	Alley 10:50
Bowler 9:57		615	11:34
ABC Tournament			Dodge Shootout
6:57		593	Ster 5:58
All-Star Bowler 12:57		105	Dot Shuffle
Ally 2:58		225	Alley 10:50
Bally Shuffle 1:58		50	Foggy Shuffle
Rex Ribbons 4:55		140	Alley 5:58
Champion Bowler			Flash 5:58
4:54			HicScore 6:57
Club Bowler 2:58		510	Jupiter Shuffle
Deluxe Club Bowler		225	Alley 7:57
3:56		510	Alley 6:58
Gold Medal 4:55		135	League Shuttle
Ici Bowler 4:54		80	Alley 2:54
Jumbo Bowler 6:56		265	Lighning 7:58
Lucky Alley 6:58		630	Alley 6:58
Lucky Alley 3:58		630	Alley 3:58
Lucky Shuttle 9:56		420	Ningara 11:50

ABC Bowling Lanes	
12/58	23

ABC Champion 6:57	475	Deluxe Fish
ABC Super-Deluxe		Deluxe Mace
Power	11:54	Deluxe Shuffler
ABC Tournament		Deluxe Shuffler
6:57	585	Ster 8:58
All-Star Bowler 12:57	105	Dual Shuffle
All-Star Deluxe 2:58	135	Duplex
All-Star Shuffle	140	Shuffle
Blue Ribbon 4:55	140	Alley 5:56
Champion Bowler		Fish 6:56
6:56		Shuffle 6:56
ABC Super-Deluxe	510	Shuffle 6:56
Congress Bowler 7:55	225	Alley 6:57
Deluxe Club Bowler		Shuffler Shuffle
6:56		Alley 6:57
Deluxe Club Bowler	125	Lequey Shuffle
6:56		Alley 2:54
Jet Bowler 6:56	80	Alley 2:54
Imbi Bowler 8:55	285	Lightning 2:58
King Pin Bowler 6:58	125	Mideci Bowler
6:58		Shuffle 6:58
Shuffle 9:56	420	Nigro 11/58

ABC Super-Deluxe
Bowling 9/57 61

ABC Tournament		Deluxe Shooter	
6/57	585	Ster 8/58	
All-Star Bowler 12/57	105	Dual Shuffle	
All-Star Deluxe 2/58	100	Duplex 11/58	
Bally Shuffle 1/58	58	Eagle Shuffle 5/58	
Blue Ribbon 4/55	140	Alley 5/58	
Champion Bowler		Flamingo 5/58	
4/56	85	Hic-Score 6/57	
Club Bowler 2/58	510	Jumbo Bowler 5/58	
Congress Bowler 7/55	225	Alley 6/57 5/58	
Deluxe Club Bowler		Justp	
3/56	510	Alley 6/58 5/58	
Gold Medal 4/58	135	League Shuffle 5/58	
Jet Bowler 6/54		2/58	
King Pin Bowler 6/58	285	Lighthouse 2/58	
King Pin Bowler 6/58	250	Midway (Bowler)	
Lucky Alley 6/58	690	Alley 3/58/5/58	
Shuffle 9/56	420	Niagara 11/58	

6/37	59
All State Number 12/37	10

All-Star Bowler 7/55	100	Duplex 11/56
All-Star Deluxe 5/58	130	Doublet 11/56
Belly Shuffle 1/56	50	Eagle Shuffle 5/58
Blue Ribbon 4/55	140	Flamingo 5/58
Champion Bowler		Flash 6/57
4/54	85	Hi Score 6/58
Club Bowler 2/59	110	Jumbo Bowler 5/58
Congress Bowler 7/55	225	Alley 6/57
Deluxe Club Bowler		Jupiter Shuffle 5/58
3/56	510	Alley 6/56
Gold Medal 4/55	135	League Shuffle 5/58
Jet Bowler 6/54	80	Alley 2/54
Jumbo Bowler 6/55	285	Lightning 2/55
King Pin Bowler 6/56	250	Midget Bowler 5/58
Lucky Alley 6/56	630	Alley 3/58
Shuffle 9/56	420	Niagara 11/57

Belly Shuffle	1/56	5
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Blue Ribbon 4/35 ..	140	Alley 5/35 ..	140
Champion Bowler		Flash 6/56 ..	85
4/54 ..	85	Hi Score 6/57 ..	85
Club Bowler 2/58 ..	510	Junior Bowler	
Congress Bowler 7/55	225	Alley 6/57 ..	140
Deluxe Club Bowler		Jupiter Shuttle	
3/56 ..	510	Alley 6/56 ..	140
Gold Medal 4/55 ..	135	League Shuttle	
Jet Bowler 6/54	80	Alley 2/54 ..	80
Junior Bowler 6/56 ..	265	Lightning 2/56 ..	80
King Pin Bowler 6/58	250	Midsize Bowling	
Lucky Alley 6/56 ..	630	Alley 3/56 ..	140
Lucky Shuttle 9/56 ..	420	Niagara 11/56 ..	140

4/54 6

Club Bowler 2/39	510	Jumbo Bowler 6/39	510
Congress Bowler 7/55	223	Alley 6/37	223
Deluxe Club Bowler		Jupiter Shuttle	
3/56	510	Alley 6/36	510
Gold Medal 4/55	135	League Shuttle	
Jet Bowler 6/54	80	Alley 2/54	80
Jumbo Bowler 6/55	265	Lightning 2/50	265
King Pin Bowler 6/56	250	Midjet Bowler	
Lucky Alley 6/56	630	Alley 3/56	630
Lucky Shuttle 9/56	420	Niagara 11/56	420

Deluxe Club Bowler

3/56	510	Alley 6/56
Gold Medal 4/55 ...	135	League Shuttle 6/56
Jet Bowler 6/54	80	Alley 2/54
Jumbo Bowler 6/55 ..	285	Lightning 2/54
King Pin Bowler 6/56	250	Midway Bowler
Lucky Alley 6/56 ..	630	Alley 3/56
Lucky Shuttle 9/56 ..	420	Niagara 11/56

Geld Medal 4/55 ...	12
Jet Bowler 6/54	8

Jumbo Bowler 6/36 ..	265	Lightning 2/36 ..	265
King Pin Bowler 6/36	250	Midget Bowler 2/36	250
Lucky Alley 6/36 ..	630	Alley 3/36 ..	630
Lucky Shuffle 9/36 ..	420	Niagara 11/36 ..	420

King Pin Bowler 6/58	25
Lucky Alley 6/58	62

Lucky Shuttle 9/56 ..	420	Niagara 11/5
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Werbung 3/33 ... 60

ARCADE & NOVELTIES		3/55	
All-Star Baseball (Wm) (4/54)	3	League Leader (Wm) (4/54)	6
Aqua Duck (Cns)	1	Mar 12/54	3
2/55	145	Motor League (4/54)	1
Auto Test Turnpike Competition (Cap)	4/55	1,355	Match Pool (4/55)
Auto Photo Model 8	1,160	2,000	500 Shooz Gallery (Exhib)
Auto Photo Model 11	1,600	1	Monkey Climb (4/55)
Auto Test (with sound) (Cap) 6 (54)	560	3/55	Motorcade (Gen)
Auto Test (without sound) (Cap)	460	1,875	1875
Balloonsort (Cap)	12/54	115	Wm) (4/55)
Bang-O-Rama (Mute)	4/57	100	N-O-Rama 800 (Cap) (12/58)
But A Score (Exhib)	2/55	105	Peep Barrels (Exhib) (12/54)
Enter-A-Game (Cns)	4/55	60	Peepo (Cns)
Fun Bowling (Belly)	8/56	275	2/55 (12/56/57)
			Photomatic (Mn)
			2/54

DDIE RIDES

253	Active rides of all years	Reinder	(Exhib.)	10
260	are included in the following listing.	Swan	(Exhib.)	10
60	AUTOS	Twain	Laurel	1
180	Austin Racer (Cap.)..S	Twain	Marvey	1
190	Copitol Auto (Cap.)..	Twain	Hubbel (Exhib.)	1
245	Hot Rod (Bully).....	Twain	Zoo (Bert	2
275	King Car (King).....	Twain	Laurel	2
		Twain	Express	4
		Twain	(Bully)	4
		Twain	Wells Fargo (All	4
		Twain	Tech)	4

Mid-South Operators Expect Big Play on Presley Release

By ELTON WHISENHUNT

MEMPHIS—Operators in Memphis and the Mid-South were girding themselves to get Elvis Presley's first record since his release from the Army on their juke boxes in anticipation of the biggest play on one record in a long time. The tremendous nationwide publicity over his discharge and the public's interest in what turn his career will take now have convinced operators his first record will be a smash.

RCA Victor has made elaborate plans to get the record to distributors fast as soon as it is cut.

Quick Shipment

Frank Berretta, partner in Popular Tunes Record Shop, one-stop from which operators here buy 90 per cent of their records, said he had received a letter from RCA Victor stating that the record would be shipped 72 hours after it was out.

RCA Victor had a release date for March 16 set up, but it was not known at press time whether it had cut the record in New Jersey after Presley got out of the Army, as originally planned.

Two RCA Victor men accompanied Presley on the train to Memphis, and there was speculation that the session was not held (probably because Presley was still tense, keyed up and not ready) and the session would be held at Nashville, where RCA Victor has a recording studio. The RCA Victor men who came to Memphis were not talking and a great secrecy surrounded the situation.

High Hopes

Berretta said RCA Victor would "have no trouble" selling two million copies of the first Presley tune, as they expected. He said he expected the record to sell better than any he had in years.

"Every operator will want it," said Berretta, "and, of course, the public sale will be tremendous."

Berretta sells not only to Memphis operators but to those in the Mid-South. He said he ships to some 200 operators in Tennessee, Mississippi, Arkansas, Kentucky, Missouri, Alabama and Louisiana.

Keen Interest

He said operators contacting him have already expressed keen interest in the disk (and no one knows yet what tunes will be recorded) and are getting ready to shoot them out to their phonographs as fast as they can.

The operators expect record play on it, according to Parker Henderson, general manager of Southern Amusement Company; Drew Canale, Canale Amusement Company; Alan Dixon, general manager of S & M Sales Company, and other operators.

Bally Preems Official Jumbo Shuffle Game



OFFICIAL JUMBO

CHICAGO—Official Jumbo, a new six-player shuffle bowling game which revives two popular features of previous models, speed-control and super-strikes, was shipped to distributors by Bally Manufacturing Company last week.

The game can be played according to official bowling score rules, or with the two stepped-up play features. According to Bally, operators have indicated their desire for a new model with the speed and super-strike features.

Super-Strike

The super-strike feature is actually a refinement of aiming skill, with the players still able to register strike scores for a shot made within the yellow strike lanes, but if the shot is confined within the red lanes (which are located in the yellow), a super-strike—and more points—is made. This gives both average and expert players something to shoot for.

Players select either regulation or speed and super features by pressing a button at the start of each game.

In addition this new model has

Auto Test Promotes Road Safety Drive

CHICAGO — Sam Goldsmith, Capitol Records Corporation sales executive, Wednesday (9) addressed members of the National Safety Council here, Capitol's self-operated Auto Test is being used in conjunction with highway safety drives, and the machine is being used to promote highway safety with recorded safety messages playing when the machine is in operation.

Goldsmith told how some 85,000 persons in Detroit, Chicago, Milwaukee, Kansas City and Denver used Auto Tests in a safe driver promotion sponsored by the Plymouth Division of the Chrysler Corporation.

He added that L. Bamberger & Company used the Auto Test in conjunction with a six-day traffic safety program at the opening of a Menlo Park, N. J., department store.

Teen-Agers

According to Goldsmith, these group competitions are most popular with teen-agers, the group that needs driving instruction the most.

Goldsmith predicted that leading department stores in leading cities will soon adopt the Bamberger program and promote highway safety with the use of Auto Tests.

From Chicago, Goldsmith returns to his New York office, then goes to Washington for consultations with the Insurance Institute of Highway Safety.

Boat Test

Goldsmith announced that Capitol will soon have in production a Boat Test, which operates on the same principle as the Auto Test.

The unit will consist of a cockpit, a helm and a screen on which is projected navigational situations, such as passing other craft, navigating in a channel and the right of way involving power boat sail craft.

Next month Goldsmith goes to the West Coast, where he will supervise the making of film for the Boat Test and additional film for the Auto Test.

mechanical improvements including the high-speed rotary totalizers developed since the days of Tom Bowler, the game's predecessor, button selection as mentioned above, and other advantages. The game measures eight and a half feet wide and two and a half feet, standard size

Goldsmith said that new film will be issued from time to time so that different driving and navigational situations may be projected on Boat Test and Auto Test screens. In this way, he explained, the operator can keep the same piece on location, yet still vary the playing conditions.

Clayton Nemeroff Joins Keeney

CHICAGO — Paul Huebsch, J. H. Keeney & Company vice-president and general manager, last week announced the appointment of Clayton Nemeroff to the firm's sales organization.

Nemeroff, with over 20 years' experience in the coin machine field, has worked in jobbing, distributing and manufacturing.

The move is in line with Keeney's expansion in the vending machine field along with its regular outlet and sales in the amusement equipment line.

Nemeroff will handle sales on the new Keeney popcorn vender, in addition to the Keeney amusement game and other vending machine products.

Wico Bows New Title Strip, Holder

CHICAGO—The Wico Corporation, leading coin machine parts and supply house, has begun distribution on Sno-White title strips, which have been impregnated with a special titanium additive for brightness, transparency and legibility.

The impregnation makes the title strips resistant to heat and humidity. The border design is red on white. Strips are available for stereo and monaural, for \$3.25 for each box of 500 strips, each containing 10 double strips.

Another new Wico item is a title strip holder for Models 1468 and 1475 Rock-Ola. The frame is highly polished chrome and the strip holders are translucent white plastic. Price is \$27.95.



Midwest

CLEVELAND CHAT

Morris S. Gisser, president of Cleveland Coin Machine Company recently returned from a two-week business and pleasure junket to Miami, Fla. He visited his dealers there, one of the nation's largest coin machine distributors. Gisser's Cleveland Coin has accounts throughout the world. He is planning a 30-day South American tour this summer, and a two-month European trip in the fall. He is a distributor of all types of coin machines.

Cleveland's Monroe Coin Machine Exchange has more than doubled its capacity with the purchase of a two-floor structure behind its present headquarters, announced president George Gager last week. The addition totals 7,200 square feet.

"We're using it for rehearsal space right now," said George. "It's a proof of our confidence in Cleveland's potential." The acquisition is part of a general expansion program by Monroe Coin.

Bob Sudyk

OUT MINNESOTA WAY

Burglaries and break-ins predominate in this week's news. At the D. K. Carter Company, Minneapolis, an operator, burglars who got \$426 cash worked for their money. They broke through a door nailed shut to get into a back room and knocked the dial off a safe, but failed to get it open. The safe contained only records. Undaunted, the thieves smashed their way through a door leading to the front office. This safe offered less resistance. They pounded off its dial and forced it open for \$306 in currency, \$120 in coins and a \$46.50 check.

Burglars who broke into Jim's Record Shop, a one-stop in St. Paul, got only a couple of dollars in small change. They first broke a window to get in and then kicked in the back door. No phonograph records were missing and they did no destruction to the store, according to Jim Christiansen, owner. . . . Hunter Distributing Company, St. Paul, has been advised by the police by taking on an adjoining space. . . . Lee Johnson, general manager of Canteen Company of Minneapolis, is relaxing in Florida and doing some deep sea fishing.

Out-of-town operators seen around the Twin Cities were Urban Gaws, Cornell, Wis.; H. Krueger, Fairfax, Minn.; Gordon Runberg, Moose Lake, Minn.; Jim Stanfield, Winona, Minn.; Ed Kestner, Forest Lake, Minn.; Cap Keister, Frontenac, Minn.; D. R. Kreintz, Tomahawk, Wis., and Charles Sersen, St. Cloud, Minn.

Sol Rose, sales manager of Sandler Distributing Company, Minneapolis, was in North-east Minnesota on business. . . . Art Hagness, operator at Grand Forks, N. D., has been vacationing in Hawaii, and L. Alper, head of Twin Ports Sales Company, Duluth, has been in Mexico.

Don Lyons

CHICAGO GRAPEVINE

David Relnach, Standard Financial representative in Chicago became engaged last week to Nancy Rosset, Lincolnwood, a secretary with Revere Point and Varnish Company, here. The pair plan to live in Chicago. The wedding date is to be announced later. Both the bride and groom to be are active sports enthusiasts, dividing their time between tennis and skiing plus an active social life.

Mr. and Mrs. Hymie Zorinsky, Omaha, were the guests recently of David Gottlieb in Florida. Upon returning home, Zorinsky was saddened by the death of his brother-in-law, Alvin Zorinsky, 22, Hymie's son, Eddie Zorinsky, increasingly active in his father's Rock-Ola distribution lately, will represent the firm at the Nebraska operators' seven-State meeting in Omaha this week-end.

ST. LOUIS ROUND-UP

Louis Morris of Morris Novelty Company here was back on the job March 7 after a winter vacation in Florida. The veteran coinman was "glad to be back" despite the weather and the heaviest snowfalls in the St. Louis area in recent years. Altho Morris had a "wonderful vacation" it was not without incident. The novelty company president suffered minor injuries in an automobile accident.

Jeffy Mitchell, a truck driver for the Morris Company here was drafted earlier this year, was home on leave from Fort Leonard Wood, Mo., and visited the firm. He was drafted for a two-year Army tour of duty.

Ben Axelrod, sales manager of Morris Novelty Company, announced that the firm's shop clerk was out because of flu. Axelrod added that altho the new Gottlieb's "Hot-Card" game will not be delivered before March 14, a lot of orders already have been placed for the new game. He said it would be impossible to fill all the orders from the initial shipment.

Two officers of Central Distributors in St. Louis presently are vacationing in Florida. They are Charles E. Kogels, president, and Norwood Veach, vice-president. Kogels has a daughter whom he is

(Continued on page 139)

Plan State Assn. in Memphis

MEMPHIS—Parker Henderson, chairman of the Memphis Music Association's committee to organize a Statewide association, reported last week that his committee members had been talking with West Tennessee operators and all are interested in a Statewide organization.

Henderson, general manager of Southern Amusement Company, said he had talked to eight or 10 operators in the past two weeks and Alan Dixon, general manager of S & M Sales Company, a committee member, had talked to others.

Henderson said it was explained to the operators that a Statewide

organization would benefit the industry primarily in two ways:

1. A joint effort by all operators in the State to keep the industry clean and promote public good will and acceptance, which would increase business for all.
 2. A unified effort by all operators in the State to oppose unfair, discriminatory or discriminatory legislation which may be introduced in the Legislature. Such legislation is usually introduced in each session of the other year in odd numbered years.
- Henderson said after West Tennessee operators are lined up to join, the movement would be expanded across the State to eventually reach all the way to East Tennessee.

Change Name

The Memphis Music Association voted at its monthly meeting in February to change the name to Tennessee Music Operators' Association and organize Statewide. Drew Canale, Canale Amusement Company, was elected president.

Canale said the committee headed by Henderson would make its first report on progress at the March 15 meeting of the association. After the drive gets going, the group will take out a State charter and incorporate Canale said.

Conn. St. Board Delays Ruling On Pin Games

HARTFORD, Conn.—The Connecticut State Liquor Control Commission has disclosed it will delay making any decision on the legality of pinball machines in liquor establishments until the State Supreme Court decides on a case involving the legality of such machines.

Multiple coin machines subject to the \$250 federal tax are now prohibited on liquor premises, but other machines have been considered amusement devices, the commission said.

An appeal was brought to the State Supreme Court after a State Superior Court decision outlawing the multiple coin machines.

Broad Ruling

Observers, however, believed that the ruling by Judge Joseph W. Boglinski was broad enough to include the free-game machines as gaming devices also.

The Internal Revenue Service

ruling, which has been mailed to pinball machine operators, requires payment of the \$250 tax instead of a \$10 amusement tax. It covers all machines in operation since July 1, 1958.



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**COINMEN
in the news**

Continued from page 138

visiting in Florida, and Veatch went there with his wife because he felt the climate would be better for Mrs. Veatch, who was ill.

Central's bookkeeper, Mrs. Marie Guyot, also was off the job because of illness. Among recent visitors at the distributing company were operator Ted Keys of Farmington, Mo.; Al Thoele, a United Manufacturing Company representative, and Al Mason, salesman for AMI.

KANSAS CITY CHANGES

Fred Lamm, Uni-Con Distributors general manager, busy contacting coin operators, has noted a general increase in sales of about 20 per cent over the first two months of 1959. Firm distributes Rock-Ola, Bally and Williams. Carl Hoelzel, owner of Uni-Con, is preparing to leave for New Orleans with his wife and four children. They will embark on a six-day cruise aboard the M. S. Italia for Nassau and the Bahamas Islands. They leave March 18. Carl says he made expenses by hitting seven straight winners in the races. His only complaint was that he did not part them.

Bernie Bitterman, bulk vending distributor (Northwestern and Victor), says business is on the upgrade. He is getting ready for his trip to Grand Bahama and the NVA convention, April 21-24. He is looking forward to a few extra days of rest and relaxation in the sunshine and soft Atlantic breezes at the Grand Bahama Club.

Dean McKinnis, salesman for W. B. Music, Seeburg distributor, says business is booming in music and vending, and that operators are beginning to smile again. Looks for a 25 per cent increase in sales in 1960.

South

MIAMI MUSINGS

Sam Turan, Pan American Distributing Company, threw one whole of a cocktail party for Keeley Smith and Louis Prima at the Distributing Company, is hitting the hinterland looking for business. . . . Ve Levine, rouletman for Advance Music Company, is back on the job. He lost 18 pounds during his illness.

Rudy Key, Bon Ton Distributing Company in the Bahamas, says business is holding up well, especially in the Outer Islands. Keenly Smith's Music Company, Nassau, says business would be all right if he didn't have the problem of the government wanting to renew the license of many of the smaller bars. This refusal is working a hardship on many of the operators in Nassau, but the government seems to be limiting renewals to the larger establishments.

Buddy Kaufman, C&L Amusement Company, says collections are holding up, and he really can't complain. . . . Joe Isenberg, Isenberg Amusement Company, is breaking in his son in the business. The lad showed a keen interest when he visited the showrooms of Buh International last week. . . . Bobby Schwartz, B&B Vending, is another coinman who is working a big grin these days. He says business is holding up and should stay that way for the next few months.

Frank Brady, Lake Music Company, Pahokee, says the newest cold wave really was just that. Frank says the temperature was in the low '30s at the time he was calling.

Jack Elcox, Seminole Music Company, Okechobee, visiting Miami, says it was mighty cold up his way, too, but so far it doesn't seem to have hurt collections too much. . . . Gene Wilson, Miller Phonograph Company, Plant City, is satisfied with collections.

Dave Friedman, American Operating Company, made a few small bets at the Miami Fronton. Neither he nor his wife, Evelyn, bit, but they both enjoyed the great games that night. . . . Sorry to hear little Mike Skolnick is in the hospital. Mike is the son of Lucky and Doty Skolnick. Lucky operates Lucky Amusement Company, Miami.

Dave Roth, Broward Music Company, was in town. . . . Ronny

(Continued on page 140)

GERMANY SET ON OWN COIN SHOW

FRANKFURT, Germany —West Germany's coin machine industry has withdrawn from the Frankfurt spring fair. Instead, the industry will sponsor a trade fair devoted solely to coin-operated machines and equipment, the details to be announced later. The coin machine industry took part in the Frankfurt autumn fair, reserving a section of area for its exhibits. This was done expectantly and with moderately successful results. But a majority of the industry opposes further participation in a general international fair, contending that the German coin trade is now big enough to support its own fair and that it should do so as a matter of prestige.

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Pinballs Seen as Aid to Education

CINCINNATI — The pinball machine may make a significant contribution to the world of education.

James Finn, professor of education at the University of Southern California, told a convention of school teachers here last Monday (29) that "pinball-like machines" are being used now as an experiment.

"In time, tho," he said, "they may become standard equipment in the classroom." If so, it is expected to save the children a lot of home work and at the same time make what work they have left more pleasurable.

Almost as pleasurable as, say, playing a pinball machine.

Here is how the invention works:

One kind has a question pop up in a little window on the device. The student fills in the answer on a blank and pulls a lever. The answer slides under a glass window and the correct answer comes up in a window next to it. The teacher then compares them.

There is also another type. It provides for multiple choice.

The question comes up in the window and there are different buttons for the many different answers

available. The pupil pushes the button for the answer he thinks is correct.

"If you are right," Finn explained, "a green light goes on. If you're wrong, a red one goes on. But the machine doesn't stop here. It goes on to explain why you are wrong or why you are right."

Extra Incentive
"It gives the child an extra incentive of trying to get the right answer," the professor told the instructors. "We all know how they feel after they beat a pinball machine."

Finn said when the machines are put into wide use they will eliminate such boring things as arithmetic and spelling drills. He pointed out they would do away also with the problem that are always assigned to the pupil at the end of each new chapter in a text book.

"Properly used," Finn said, "these machines will be the greatest boon to teaching that ever came along. They will do away with a lot of meaningless study and unsupervised homework."

Finn, who is president-elect of the department of audio-visual instruction of the National Education Association, which was meeting here, explained that when the student has decided on what his answer was and fed it into the machine, it would be impossible to change it.

So, in the future, it is not too farfetched to think that a parent instead of complaining, "I wish you would spend more time with your homework and less with those pinball machines," might commend: "Junior, come in the house right this minute and play your pinball machines."

British Firms in Buying Mood; Re-Equip Where Price Is Right

LONDON—Now that juke box prices have reached realistic values in Britain, re-equipping has begun to become a significant feature of the business. There is still a great deal of old equipment—some of it very ancient, indeed—in operation in Britain. Until recently quite a number of old-time operators, particularly in provincial areas, were relying entirely on pre-war and early post-war machines. The number of such machines was recently estimated at about 2,500 machines.

In addition to sales to expanding or new operators, this re-equipment potential is obviously going to be an attractive corner of the market for enterprising distributors this year, now that prices are becoming realistically stabilized, relative to amortization.

Several cases have come to light since the Amusement Trades Exchange of old-timers—quite wealthy but cautious men—having made the decision to re-equip. In all reported cases the old-timers have gone for American equipment, apparently thru long-term experience of that make of equipment and faith in an American name. All admitted that they had deliberately held off buying for some years because they felt that prices were too high, and that they were now satisfied that keen, competitive prices were being offered to operators in 1960 American equipment.

One of the firms that was quick to see the possibilities inherent in the new price position, and to make special approaches to operators, believed to be ripe for re-equipping was Phonographic Equipment, Ltd., of Ladbrooke Grove, London, who handles Wurlitzer.

Last week, for example, a batch of new Wurlitzers was shipped for Liverpool, where Lane's Premier Amusement and Automatic Novelties, a firm of several decades' experience in juke boxes, is in process of re-equipping.

Says Lane: "I feel that the juke box business is stabilizing this year, and that prices and values are more like what they should be. I like American equipment and have always found it most dependable."

Like U. S. Equipment — Cyril Shack, after years of experience with American equipment generally, and many months as America Wurlitzer importer-distributor, has even stronger views. He says: "Many of the great re-timers, like Lane, have been dealing with us recently. They know that Wurlitzer is one of the great trade names in the world, and that American dependability generally is the greatest."

"We have been offered the most extraordinary deals over the years if we would handle European Continental equipment, but we have turned them all down. Our experience, and that of our operators, is that in our field the American can run rings around most European equipment manufacturers, as far as dependability, styling and sound are concerned."

"So few servicing problems do American machines give that operators have a great deal of money per year in petrol, staff, part-costing, etc. Besides, they hold their prices well. We are finding the re-equipment market to be excellent in view of the new economical Wurlitzer prices, and the fact that Phonographic not only offers low selling prices to bona fide operators, but makes most attractive offers for second-hand equipment."

"We are doing a great deal of business at the moment with Arcade and other amusement centers whose season begins at Easter. Our first large commitment of the new 1960 Wurlitzers is completely sold out, and the second is moving like hot cakes. We are now taking deliveries direct from America every week. None of our machines come via Continental assembly or anything of that sort. All are 100 per cent American, which means the best."

BUILT TO LAST

Fire Fails to Hinder Play On Juke Box

PEORIA, Ill. — Anyone who claims "they don't build 'em like they used to" will get an argument from Les Montooth, local juke box operator.

Last week one of Montooth's locations was burned to the ground. In addition to losing a good shop, Montooth was convinced that he also lost a good juke box.

Montooth rummaged thru the ruins and what looked like the charred remains of an AMI Model L. The plywood was burned off and the top records were a mass of melted wax.

The Peoria operator took the box to the shop, put on some new records, plugged the machine in and again saw the coin mechanism. It played.

Montooth figures that with a little work, the machine which had been given up for lost will be back on location, probably by the end of the month.

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COIN in the news

• Continued from page 140

ators and that it has increased game business tremendously. State law allows the games as well as other amusement games.

Harry Manning, Salt Coin Machine Company, Chattanooga, is adding stereo photographs to his route title by little. . . John R. Jones, Jones Amusement Company, Erwin, reports a good fall business, slow winter and good prospects for 1960. . . R. C. Westmoreland, Westmoreland Music Company, Jackson, is revamping his route for spring business. . . E. C. Moore, Moore Music Company, Knoxville, who is diversifying with some vending equipment, is getting good results. He believes more operators will move in that direction in the future. *Elton Whisenant*

Op Testimony Spotlights Teamster Boss Trial

MINNEOLA, N. Y. — Maxwell Guildin, a former juke box operator, was in the witness chair spotlight this week at the trial here of Earl Coast Teamster boss John O'Rourke and 14 co-defendants. The group is charged with extortion in the juke box field.

Guildin told how he and Eugene Jacobs once had offered a tavern owner \$1,000 to get rid of machines owned by a rival operator. Guildin added, according to a report of the testimony in Newsday, local daily, that one of the rival operators involved was able to have relocate his machine in the tavern by joining an operators' association headed by Jacobs, one of the co-defendants. Guildin, however, denied that he and Jacobs had purchased the location to force the operator to join the association.

The association was United Coin Machine Operators of New York, formed in early 1958 by Guildin, Jacobs and other ops who had

broken away from the Associated Amusement Machine Operators of New York (AAMONY). Later, United rejoined AAMONY, bringing with it the Teamster Local 266. Guildin also testified that he once wrote a circular to juke and game operators which indicated that Local 266 had been "awarded sole jurisdiction in our industry by John O'Rourke, president of Teamsters Joint Council 16." Guildin also noted that in a phone call, another operator asked Jacobs to help out with a "location problem." The op wanted Jacobs to ask Joseph (Jug) the Blond) Gallo, another co-defendant, to "straighten it out."

Following this testimony, Assistant Nassau County District Attorney William Cahn, declared that he expected to call between 90 and 100 more prosecution witnesses before the government rested its case. Cahn's statement was in reply to a question posed by O'Rourke's attorney, Thomas Waden Jr.

Circuit Court Upholds Sunday Pinball Ban in Cowpens, S. C.

SPARTANBURG, S. C. — In a decision handed down in Circuit Court here recently, Judge J. Woodrow Lewis held invalid two provisions of a Cowpens ordinance governing control of pinball machines that that municipality.

The Darlington jurist sustained Town Council's prohibition of pinball machine operation in the community on Sunday as "a valid exercise of police power of the town."

Referred to County Equity Master LeRoy Moore for the taking of testimony was a fourth and major issue of the pinball machine controversy at nearby Cowpens.

As previously reported in The Billboard, Judge Lewis' order followed a recent hearing before him in Spartanburg Common Pleas Court of an action brought against the town of Cowpens by J. Mathis Brown, amusement machine operator of Gaffney, contesting the validity of Cowpens' new ordinance provisions. Mathis was identified in the court order as

"the owner of pinball machines" located in Cowpens.

It will be recalled that Cowpens' Town Council recently passed an ordinance making the possession of pinball machines within the town limits unlawful. Upon the advice of its attorney, the council "properly concluded," Judge Lewis noted last week, that it was without power prohibit the operation of the machines but thereafter passed an ordinance requiring a \$250 license fee per machine.

It also passed an ordinance making it unlawful to operate any pinball machines within 1,000 feet of property used by or for churches or religious associations.

Further, council forbade the use of such machines between 8 a.m. and 2 p.m., except on Sundays when ordered that they could not be used at all or "exposed to view."

"The \$250 license fee provision is invalid and must be so declared," Judge Lewis declared in his ruling February 1. "The maximum municipal license fee on pinball machines is controlled by Section 5-676 of the 1952 Code of Laws, as amended in 1959, and the municipality has no power to impose a tax on such machines in excess of the limits imposed by the Legislature. The new ordinance clearly imposes a license tax far in excess of the permitted limit of \$12.50 per machine."

Judge Lewis also declared invalid provisions of the ordinance making operation of pinball machines illegal between 8 a.m. and 2 p.m.

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TINTED TITLE STRIPS UP PLAY FOR MISS. OP

BILOXI, Miss.—A simple step in music merchandising which has consistently increased collections at every location for United Novelty Company here involves the use of tinted strips to indicate brand-new records just placed on the box.

As the plan operator, Johnny Bertucci, United Novelty head, has installed a decal on the front of each phonograph on his multiple Biloxi-Gulfport strings which indicates "Records Listed on Tinted Strips Have Been Changed." Behind, the music menu on the phonograph shows as many as two dozen salmon-pink-tinted tabs among the standard white variety, to make it easy for any customer to automatically identify new records which were placed on the machine at the last servicing call.

The idea appeals to almost everyone who is interested in new hit tunes, according to Bertucci, one of the Mississippi Gulf Coast's oldest coin machine operators.

"A lot of people walk up to a juke box who just want to hear some music," he said. "In our case, they read over the tinted strips, choose from titles which interest them, and increase the play of new numbers considerably. The teen-ager, of course, who is keeping an ear open for us and coming new hits will always pick those which he recognizes as having heard on disk jockey shows, etc., and drop his coins accordingly."

"Even the tin-ear type player who is not particularly concerned with the current popularity of a number, is often curious enough to play some of the new numbers simply because they have been singled out for him in this way."

The salmon-pink title strips are made up at United Novelty Company as each new batch of records are received, and are immediately transferred to the collectors who service the machines, along with the disks. The salmon-pink strip remains on the machine until the record has been played for a week, when it is replaced with the ordinary white title strip.

In this way there is no constant growing of the number of pink strips, until the entire menu is covered. Thus, the system is a thoroughly effective means of merchandising newly produced tunes, either forthcoming hit parade numbers, or those which United Novelty Company feels have a definite high play potential.

The system was developed in New Orleans by A. C. Huffine, a veteran operator who has developed many gimmicks to improve collections in both phonograph and amusement machine fields. In use on the United Novelty Company routes for only a few months, the system has demonstrated itself particularly effective where the entire music menu is exposed at the rear of the playing mechanism of the phonograph.

Collections have steadily gone up wherever the machines have thus been given the tinted coding system for brand-new numbers.



SWEET 16 PARTY: The sixteenth birthday is an important event in the family of John Bilotta, second right, Newark, N. Y., Wurlitzer distributor. The occasion is the birthdays of daughter Louise, right, and nephew Jim Bilotta Jr., left. The Bilottas held the Sweet 16 party at the Boulevard Room of the Conrad Hilton Hotel, Chicago. Mrs. Bilotta sits at the head of the table, while the press, represented by Aaron Sternfield of The Billboard and Mrs. Sternfield, survey the proceedings.

Austrian Location Men Want Operators to Run Juke Boxes

By OMER ANDERSON

SAIZBURG, Austria—The owners of Austria's 10,000 juke boxes, according to a poll by an owner committee, favor relinquishing their roles as the rugged individuals of the European juke box business and turning over their boxes to operators.

At present there are virtually no operators in this land of apple strudel and waltzes. Austria's 10,000 juke box inventory belongs exclusively to location owners.

The owners, as the poll establishes, want put, the reasons are apparent: Being a juke box owner in Austria is a full-time job and one that doesn't mesh with operating a restaurant, coffee house or bistro.

Heavy Taxes

The Austrian owners' troubles stem from what seems the ingrained hostility of the government toward juke boxes. Boxes are taxed heavily and the threat of the owner's license is that direct imports of boxes and parts are prohibited.

A powerful operators' association is needed, according to the consensus, to defend the juke box trade interest vis-a-vis the government and to regulate competition within the trade.

Being a juke box distributor in Austria requires imagination and energy unlimited, reports Josef Grammer, his partner, Willi Grammer, Rock-Ola distributors in Austria.

1,500 Machines

They have placed around 1,500 new Rock-Olas in Austria since the Austrian juke boom developed with the departure of the four-power occupation forces and the restoration of Austrian independence.

But the Spirk-Grammer achievement is with no thanks to the government. Because the law prohibits direct importation, the partners (operating as W. Grammer & Company) have arranged to have American Rock-Ola shipped via Yugoslavia.

The Grammer company has offices in Salzburg, Innsbruck, Vienna, Graz, Villach and Feldkirch. On a per capita basis, Austria

rates as one of Europe's juke box leaders, but the market remains to be fully tested.

Replacement

Around half of the 10,000 juke boxes are vintage models and should be replaced. Moreover, the importation curbs have prevented any promotion of juke boxes in Austria.

Grammer and Spirk believe that Austria has great market possibilities. They point to the Austrian musical tradition and to the coffee house tradition whereby Austrian families spend most of their leisure outside the home.

This latter point is so real as to be a crucial factor in newspaper and magazine sales: Austria has one of the world's largest per capita periodical circulations because Austrians do most of their reading from the coffee house racks.

But until the government changes its attitude all this is speculation. Such is the task awaiting an Austrian operator association, when and if it is formed.

Conn. Coinmen Elect Officers

HARTFORD, Conn.—The Connecticut Coin Machine Operators' Association, meeting at dinner in Hartford, has elected Jerome Lambert, of C&L Amusements Company, Stamford, as president; Philip Toliano, Superior Music Company, Hartford, vice-president; Frank Marks, Marks Music Company, New London, secretary; Anthony Wilkins, Wilkins Music Company, Hartford, treasurer; Byron Athenian, Athenian Music Company, New London, sergeant at arms; and Isadore Rosenfeld, B. Resnick & Sons, Hartford, and George Saville, Superior Music Company, Willimantic, delegates.

The board will consist of the foregoing, plus Abe Fish, General Amusement Game Company, Hartford, past president; Pat Montana, Acme Music Company, New Haven; Nat Lesser, New England Music Company, New London; Tony DeGutis, Dursell Novelty Company, New Britain; Martin Rosa, Martin Amusement Company, Waterbury, and William Lengly, Nutmeg Amusement Company, Stamford.

A concerted drive is under way to boost membership from present 55 to 80. Legal problems facing the industry were discussed.

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Juke Box Interest Still High

Continued from page 134

buy more stereo machines and everybody would stand to make more money. Location owners would be a lot happier."

Al (Senator) Bodkin, of Forest Hills Automatic Music Company, stated: "I'm buying stereo units for my top spots, of course, but we have had the problem of too few stereo records. Anything like a compatible record would be just great, for my money. I think it would really stimulate the business."

May Be Answer

Another prominent local operator, Charlie Bernoff of Regal Music Company, feels that the lows that are supposedly lost are not that important in the juke field. "What we need," Bernoff asserted, "is a record that gives a stereo feeling. The average location is not ideal for sound purposes anyway. But if the compatible record gives the separation and if it can be programmed first on a stereo box and later moved to another monaural location, then it's the answer to a big headache."

Joe Connors of Automatic Music Company, feels the same way. Connors said that anything that would make it possible for record companies to get out more stereo records would be a great help to the average operator.

Barney Sugarman, head man of Wynyon Sales, local AMI distribu-

tor, also seconded the motion with regard to compatible stereo disks. "I'd like to see somebody come out with a record like that," said Sugarman. "It would help us all."

Offer Tests

Meanwhile, Les Cahon, of Belmont Studios, who was instrumental in developing the idea, pointed out that if any juke box distributors wanted to run tests to see how the 45 single version of a compatible record would work on their equipment, he would be glad to make test pressings available.

On another front it was learned that 20th Fox Records, a movie-affiliated record firm here, was on the point several weeks ago of actually issuing a compatible stereo 45 version of a new release by singer Al Martino. At the last minute, execs of the company were informed that the disk would not be compatible as far as many Seeburg monaural machines in current use were concerned. This was because these boxes were equipped with a Pickering Flux Valve cartridge, a unit which has virtually no vertical compliance the ability to reproduce the sound from the vertical channel in a stereo disk.

It was learned, however, that the Pickering people had made it clear that with the assistance of Seeburg on the costs of tooling, a replacement cartridge could be quickly developed and made available to operators at relatively low cost for replacement in their machines.

As far as could be determined from knowledgeable engineering sources, all AMI and Wurlitzer monaural units now in use had the type of cartridge which would perform well, as is, on any compatible record.

SHOWDOWN DUE ON IND. PIN LAW

INDIANAPOLIS—A conclusive test of Indiana's anti-pin law is at hand. The action for a final opinion on the constitutionality of the statute was taken last week by Indiana Atty. Gen. Edwin K. Steers, who asked the Supreme Court to rule on 13 Fort Wayne cases. Transcripts have been filed with the clerk of the Supreme Court by Deputy Atty. Gen. Richard M. Givan.

Fire Destroys Jukes, Games

CROSSETT, Ark.—Fire which started in a nearby building spread to Crossett Music Company and destroyed the building, burning three phonographs, several games, a number of parts and spare records for a total loss of about \$10,000.

The owner, Guy Morgan, is using his garage at home as a maintenance and repair shop until the building is restored and he can move back in. He had no insurance on his equipment.

The fire burned five stores before it was brought under control. A brisk wind whipped flames high and firemen found it difficult to halt the raging blaze. It started in a cafe, a kitchen fire flaring out of control.

Morgan was renting the building. The owner told him he would rebuild. Morgan has a route which extends over a wide area in Southern Arkansas and extending to the Louisiana line.

LADY LUCK FLEW COOP

Runaway Mutt & Hot Seat Give Sammons Hard Week

MEMPHIS—George Sammons, president of Sammons-Pennington Company, had one of those weeks which happen to everyone now and then—everything seemed to go wrong—and he can't recall walking under a ladder or a black cat crossing his path.

First the dog catcher caught his dog. He had a cocker spaniel which he keeps in the fenced-in back yard. At breakfast, Sammons let him in and gives him something off his plate. But one day the dog got out of the yard.

The dog catcher was about to get him, but one of Sammons' four children also spotted him, called him and got him in the house and saved him that time.

No Luck

A few days later the dog got out again but this time Sammons wasn't so lucky. His children, arriving home from school, called him and asked him to see if the dog was at the pound.

Sammons checked, found he was there and got him. It cost him \$6. The dog catcher was a little grouchy about it and told him next time he would cite Sammons to court, where it would cost him more.

The next day Sammons, who travels the Mid-South territory calling on music, game and vending operators, left town and got a call that evening from his wife. Someone had dropped a burning cigarette on her car seat and it smoldered and burned the seat up before it was discovered.

Hot Seat

He had to return to Memphis to

get the seat replaced. Then, the week about shot as far as traveling, he decided to drive over to Jackson, Tenn., 85 miles away, to collect some money on a background music system he had installed in a swank new restaurant.

On arriving he found that the restaurant had burned two days before and the owner had no fire insurance. The owner sustained a total loss and was out an investment of \$55,000.

Sammons returned to Memphis realizing that the he had had a few turns of bad luck, he was still better off than many people and did not mope about his minor misfortunes.

Lieberman Set on Service Session

MINNEAPOLIS—A Seeburg service school will be sponsored Wednesday (16) by the Lieberman Music Company, which recently acquired the Seeburg distributorship when it bought out the S. L. London Company here.

The school, first of its kind in this area, will be held at Lieberman's headquarters at 257 Plymouth Avenue N.

Woody Woodhall, Seeburg service engineer, will conduct the school. Those who attend will be taken out for lunch and dinner at the all-day event, a company spokesman said.

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- Hitting colored contacts light 4 individually controlled pop bumpers for high score—carries over from game to game.
- 3 "running light" holes advance arrow over cards and score up to 300 points.
- Lighting left or right pair of pop bumpers light cyclical kickers and bumpers for super score.
- Center target scores up to 100 points.
- Plus coin-box with locking cover, 4 flippers and double number match feature.

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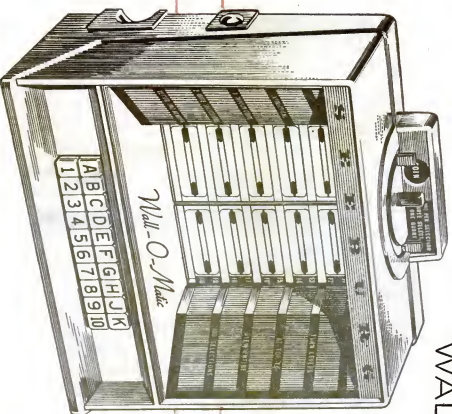


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